

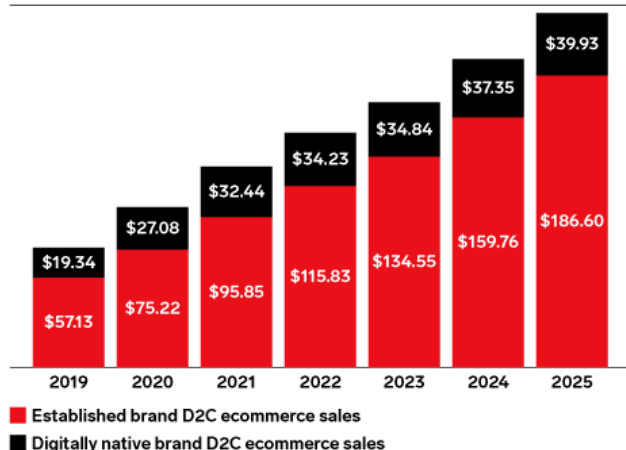
# Beating D2C startups at their own game, established brands are poised for growth

Article

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## US D2C Ecommerce Sales for Established Brands vs. Digitally Native Brands, 2019-2025

billions



Note: includes products sold online by established consumer brand manufacturers that sell directly to consumers via their owned and operated sites or apps, bypassing standard distribution methods through a retailer, wholesaler, or third-party platform such as a marketplace; excludes travel and event tickets; excludes food services and drinking place sales; established brands includes brands that did not start as online retailers and those that traditionally sold their products to wholesalers or retailers; digitally native includes products sold online by digitally native vertical brands founded since 2010; includes only brands that started as independent online retailers  
Source: eMarketer, March 2023

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eMarketer | InsiderIntelligence.com

**Key stat:** Digital D2C disruptors, like Peloton and Casper, will bring in about \$100 billion less in US ecommerce sales than the \$134.55 billion of their established counterparts this year, according to our forecast.

### Beyond the chart:

- Established brands' D2C ecommerce sales will grow by 16.2% in 2023, while those of digitally native vertical brands (DNVBs) will increase by just 1.8%.
- Tesla, lululemon athletica, and Nike are the fastest-growing established brands in this space.

### Use this chart:

- Determine your D2C strategy.
- Consider the value of partnerships with established brands versus with DNVBs.

### More like this:

- [Nike tiptoes away from its D2C push](#)
- [How retailers like eBay, Instacart, and Tapestry are tackling stubborn retail problems](#)

- Revenue growth has slowed despite the influx of new paid retail memberships
- D2C Brands 2023 (Insider Intelligence subscription required)

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- 6/9 - Make it discount
- 6/8 - Google's biggest rivals

*Methodology: Estimates are based on the analysis of data from benchmark source US Department of Commerce, estimates from other research firms, historical trends, reported and estimated revenues from major online retailers, consumer online buying trends, and macro-level economic conditions.*