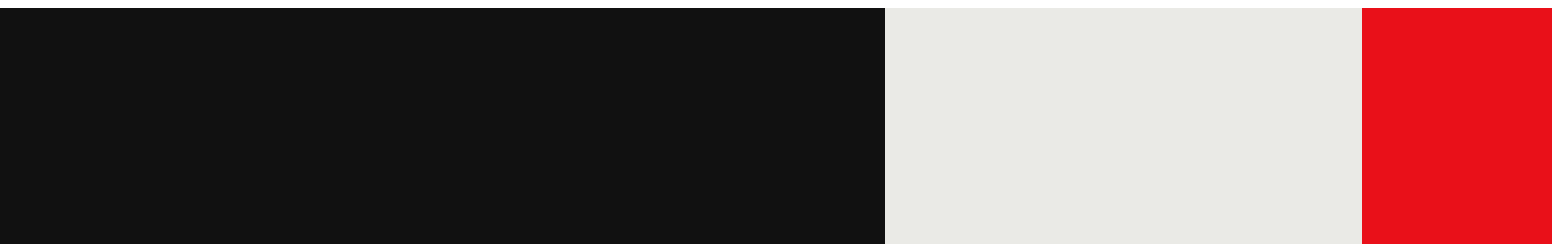


# Why US adults avoid buying directly from brands online

## Article

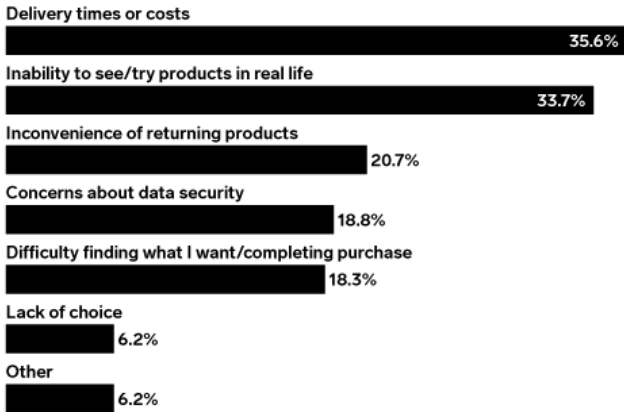


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Why do shoppers prefer shopping in stores or buying items from third party sites like **Amazon**? Over **35%** say they're deterred by deliver time and costs, while **33%** say they need to see the product in real life before committing to the purchase.

## Factors that Deter US Adults from Shopping Directly with a Brand Digitally, Nov 2020

% of respondents



Note: ages 18+

Source: Attest, "The 2021 Guide to Direct-to-Consumer Trends (US)," May 5, 2021

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