

Established brands will drive the vast majority of D2C ecommerce sales

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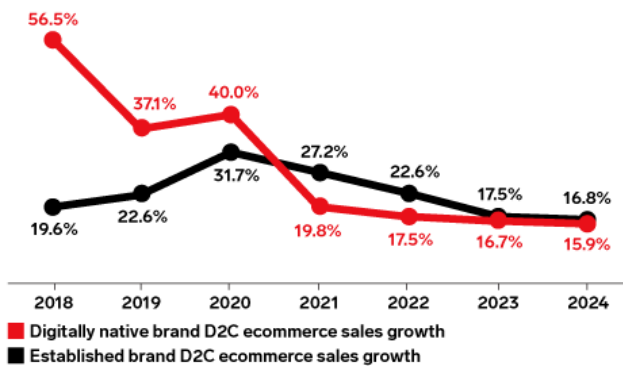
US direct-to-consumer (D2C) ecommerce sales have more than tripled in the past six years. The market has grown from **\$36.08 billion** in 2016 to **\$128.33 billion** in 2021—a gain approaching **\$100 billion** in about half a decade. We expect it will add almost another **\$100 billion** in the next three years, reaching **\$212.90 billion** by the end of 2024.

D2C sales will account for 1 in 7 ecommerce dollars this year. That's solid evidence that consumers are well accustomed to buying directly from brand websites.

Established brands—and not digitally native vertical brands (DNVBs)—will drive the vast majority of D2C ecommerce sales. Although DNVBs grab the headlines, established brands will account for **75.5%** of US D2C ecommerce sales in 2022.

US D2C Ecommerce Sales Growth for Established Brands vs. Digitally Native Brands, 2018-2024

% change



Note: includes products sold by consumer brand manufacturers that sell their products directly to consumers online via their owned and operated sites, bypassing standard distribution channels through a retailer, wholesaler, or third-party platform such as a marketplace; includes digitally native brands and established brands; excludes traditional retailers' private-label brands; excludes travel and event tickets and food or drink services
Source: eMarketer, March 2022

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D2C ecommerce sales of established brands are now growing faster than those of DNVBs. Last year, they outpaced DNVB growth (**27.2%** versus **19.8%**), and we expect that trend to continue in 2022.

[Read the full report.](#)