

Podcast | Rise of the D2C Unicorns

AUDIO |

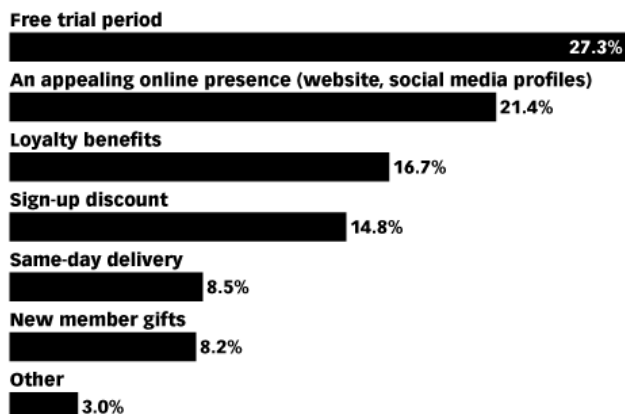
eMarketer Editors

eMarketer principal analyst Andrew Lipsman talks about rising direct-to-consumer (D2C) brands like shaving and skin care company Harry's and luggage maker Away. How are these brands reaching consumers? And what drives people to try new D2C brands?

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Which Benefits Would Most Motivate US Internet Users to Consider Trying a New Direct-to-Consumer (D2C) Brand?

% of respondents, March 2019



Note: n=896 ages 18+; among internet users that have purchased a direct-to-consumer brand; numbers may not add up to 100% due to rounding
Source: Toluna, "D2C Survey," May 6, 2019

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