

DIGITAL & TRENDS

# D2C e-commerce

# Table of Contents

## 01 Market overview

|                                                                                       |  |
|---------------------------------------------------------------------------------------|--|
| Distribution of mostly digital-only D2C brands in 2022, by macro-region               |  |
| Digitally native and established brands D2C e-commerce sales in the U.S. 2020-2025    |  |
| Digitally native and established brands D2C e-commerce sales growth in U.S. 2020-2025 |  |
| Sales value of D2C in the CEE region 2020-2022                                        |  |
| Sales value change of D2C in the CEE region 2021-2022                                 |  |
| Share of D2C market size India FY 2022, by channel                                    |  |
| E-commerce market size in D2C sector India FY 2022, by category                       |  |

## 02 Leading companies and start-up funding

|                                                              |  |
|--------------------------------------------------------------|--|
| D2C e-commerce public companies 2023                         |  |
| Highest valued e-commerce startup companies globally 2023    |  |
| Highest valued e-commerce startup companies in the U.S. 2023 |  |
| Leading D2C e-commerce startups in Europe 2023, by valuation |  |
| Highest valued e-commerce startup companies in Europe 2023   |  |
| Highest valued e-commerce startup companies in China 2022    |  |
| Highest valued e-commerce startup companies in India 2023    |  |
| Funding raised by D2C startups in India 2022                 |  |

## 03 Lululemon Athletica

|                                                                  |  |
|------------------------------------------------------------------|--|
| Revenue share of lululemon worldwide 2012-2022, by sales channel |  |
|------------------------------------------------------------------|--|

|           |                                                                 |    |
|-----------|-----------------------------------------------------------------|----|
|           | lululemon.com: E-Commerce net sales from 2014 to 2024           | 22 |
| <u>04</u> | lululemon.com: e-commerce net sales share 2022, by country      | 23 |
| <u>05</u> | Monthly number of visits to lululemon.com 2023                  | 24 |
| <u>06</u> | lululemon brand profile in the United States 2022               | 25 |
| <u>07</u> | lululemon brand profile in the UK 2022                          | 26 |
| <u>08</u> | lululemon brand profile in Germany 2022                         | 27 |
| <u>09</u> |                                                                 |    |
| <u>10</u> | 04 Nike                                                         |    |
|           | NIKE Direct revenue share worldwide 2019-2023                   | 29 |
|           | NIKE Direct revenue worldwide 2009-2023                         | 30 |
| <u>12</u> | nike.com: E-Commerce net sales from 2014 to 2024                | 31 |
| <u>13</u> | Monthly traffic to nike.com 2023                                | 32 |
| <u>14</u> | Nike brand profile in the United States 2022                    | 33 |
| <u>15</u> | Nike brand profile in the UK 2022                               | 34 |
| <u>16</u> | Nike brand profile in Germany 2022                              | 35 |
| <u>17</u> |                                                                 |    |
| <u>18</u> | 05 Consumption                                                  |    |
| <u>19</u> | Distribution of online purchases worldwide 2023, by channel     | 37 |
|           | Leading online sources for product searches worldwide 2023      | 38 |
|           | Main sources for online shopping inspiration worldwide 2023     | 39 |
| <u>21</u> | Most purchased D2C e-commerce product categories worldwide 2023 | 40 |

# Table of Contents

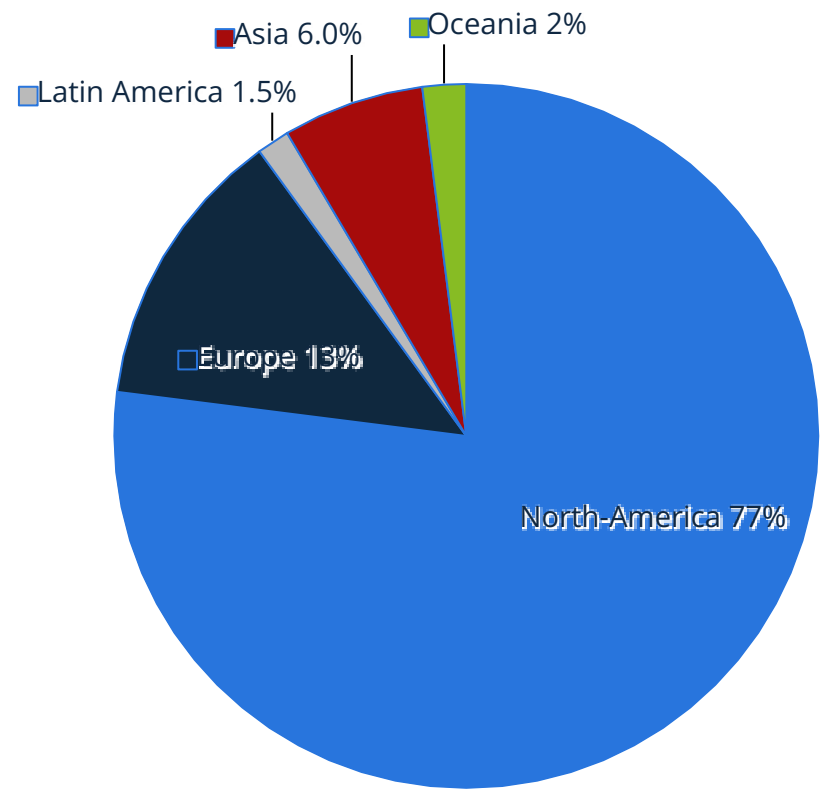
|                                                                       |                           |
|-----------------------------------------------------------------------|---------------------------|
| Main factors that would motivate D2C purchases worldwide 2023         | <a href="#"><u>41</u></a> |
| Global consumers who buy directly from brands in 2019 and 2022        | <a href="#"><u>42</u></a> |
| Global shoppers ordering directly from D2C brands 2022, by generation | <a href="#"><u>43</u></a> |

CHAPTER 01

# Market overview

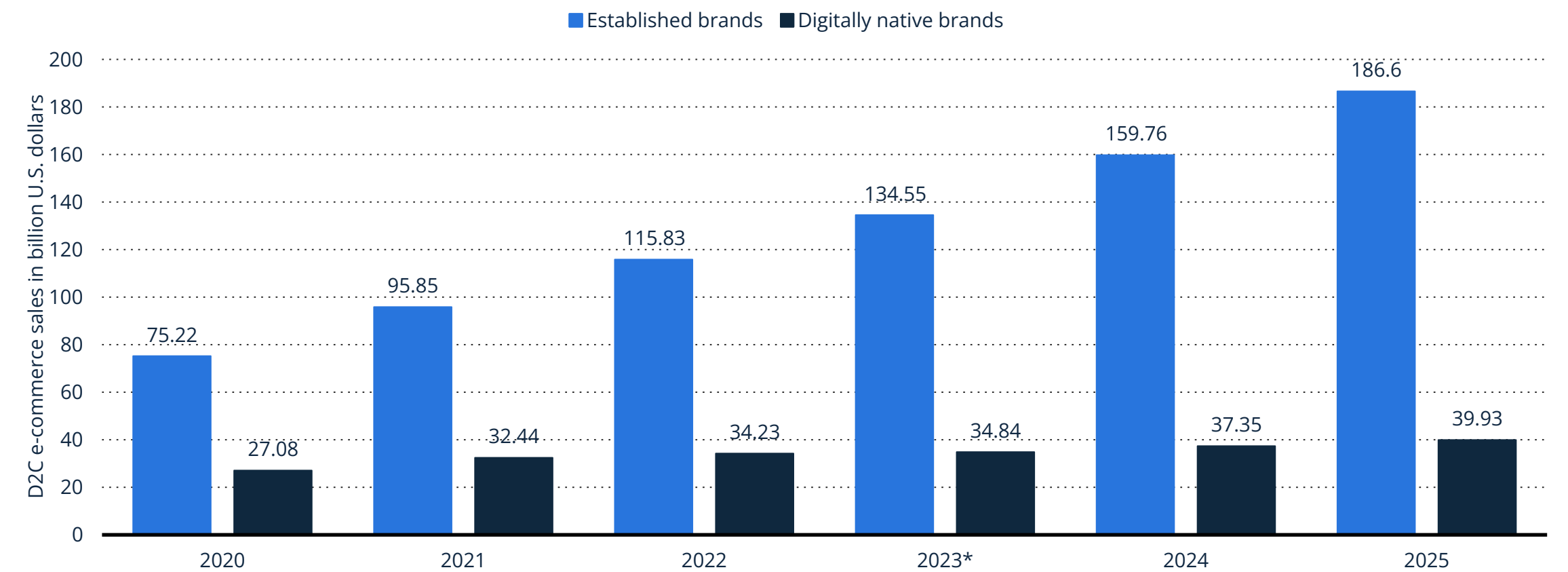
# Distribution of direct-to-consumer (D2C) brands mostly digital-only in 2022, by macro-region

Distribution of mostly digital-only D2C brands in 2022, by macro-region



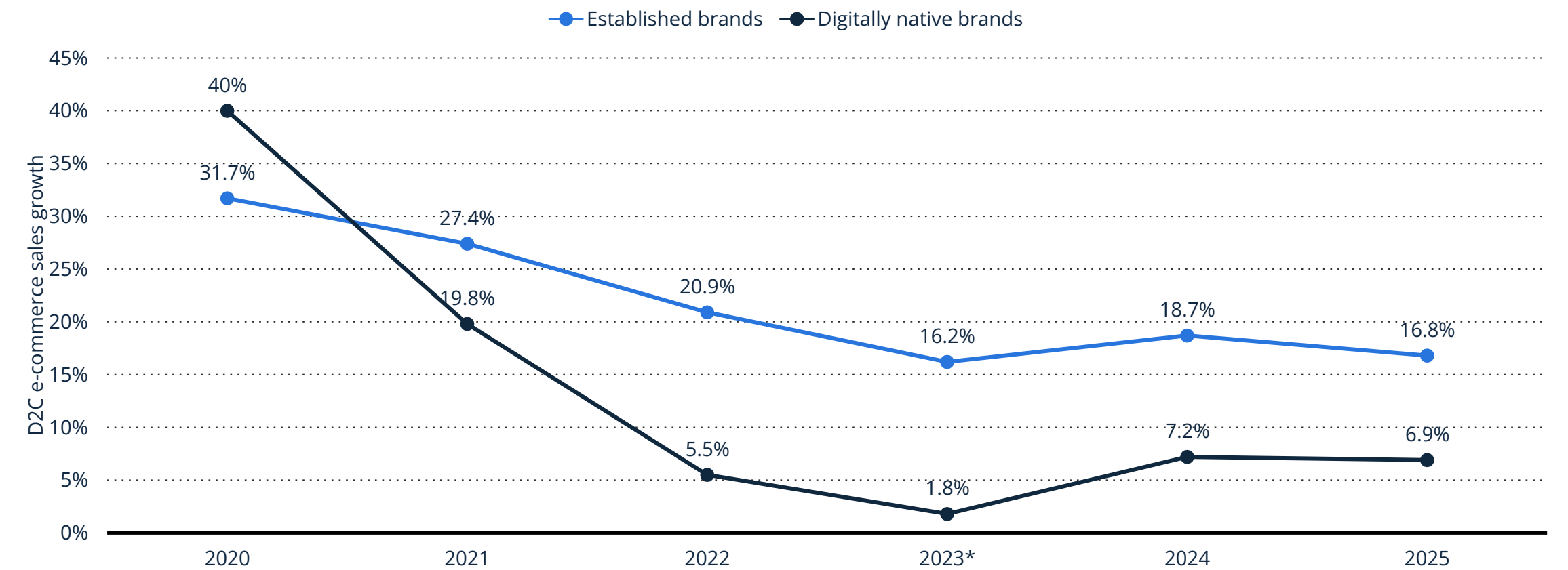
# Direct-to-consumer (D2C) e-commerce sales by digitally native and established brands in the United States from 2020 to 2025 (in billion U.S. dollars)

Digitally native and established brands D2C e-commerce sales in the U.S. 2020-2025



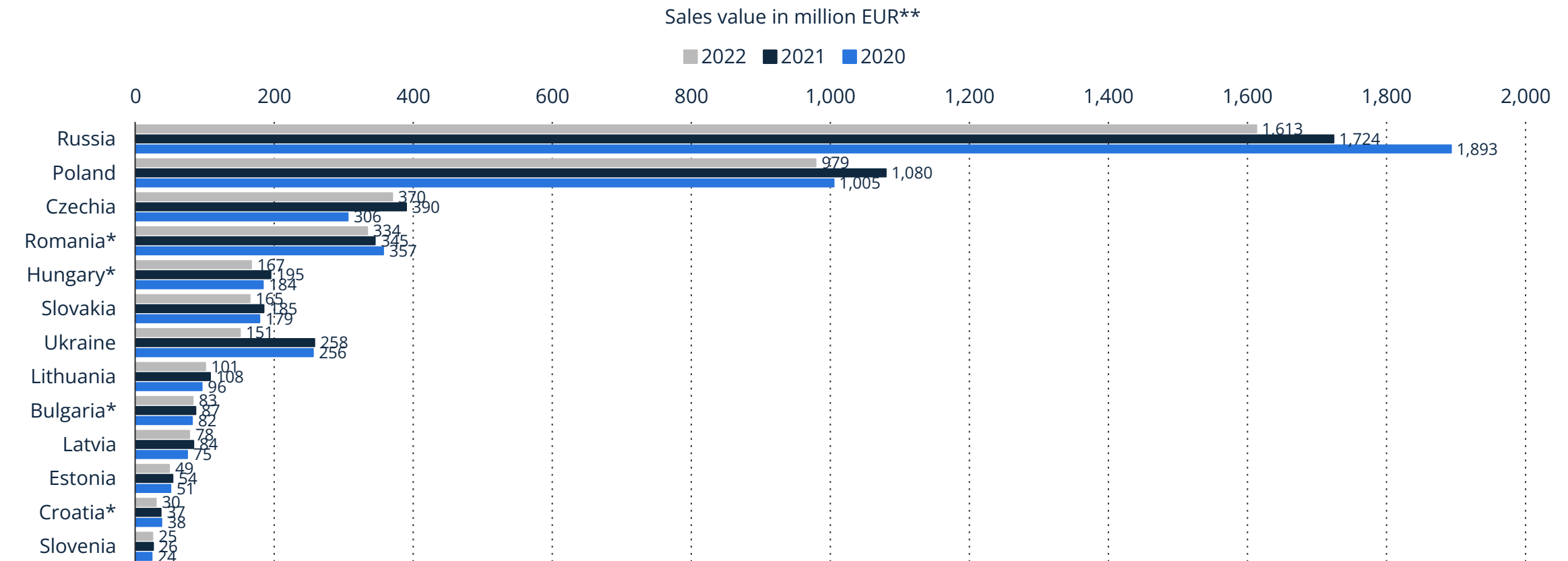
# Direct-to-consumer (D2C) e-commerce sales growth by digitally native and established brands in the United States from 2020 to 2025

Digitally native and established brands D2C e-commerce sales growth in U.S. 2020-2025



# Value of direct-to-consumer (D2C) sales in Central and Eastern European countries from 2020 to 2022 (in million euros)

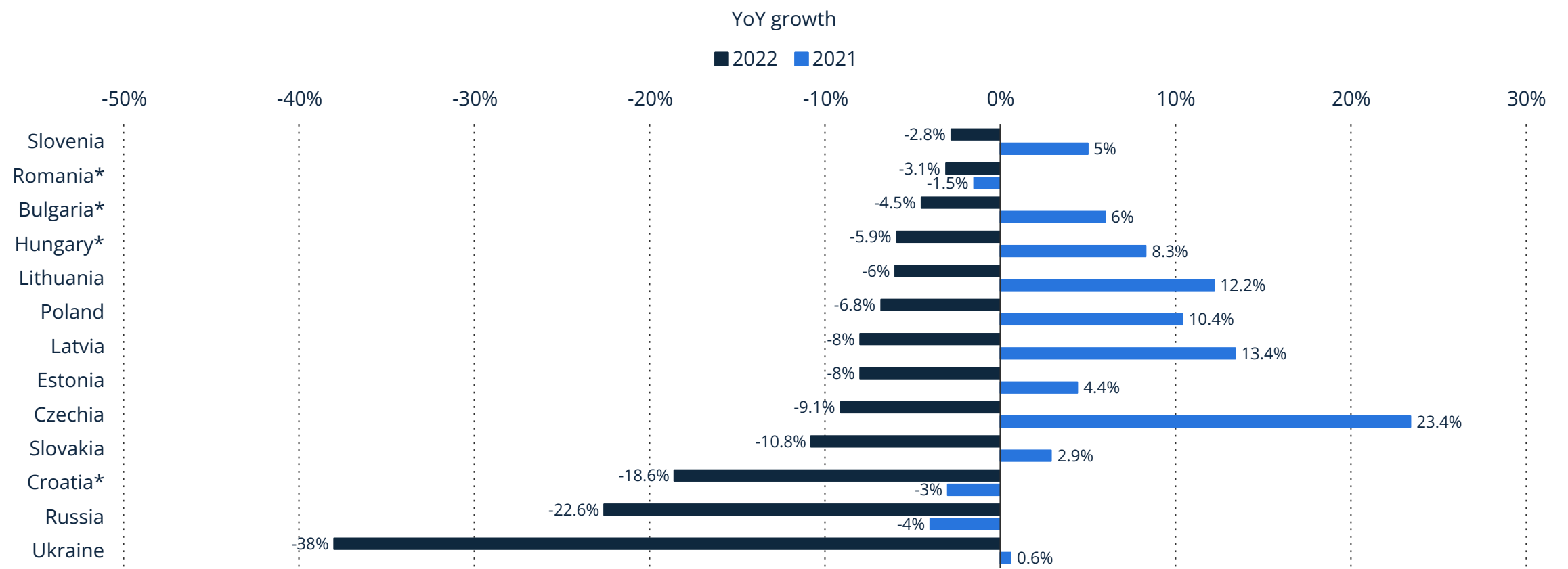
Sales value of D2C in the CEE region 2020-2022





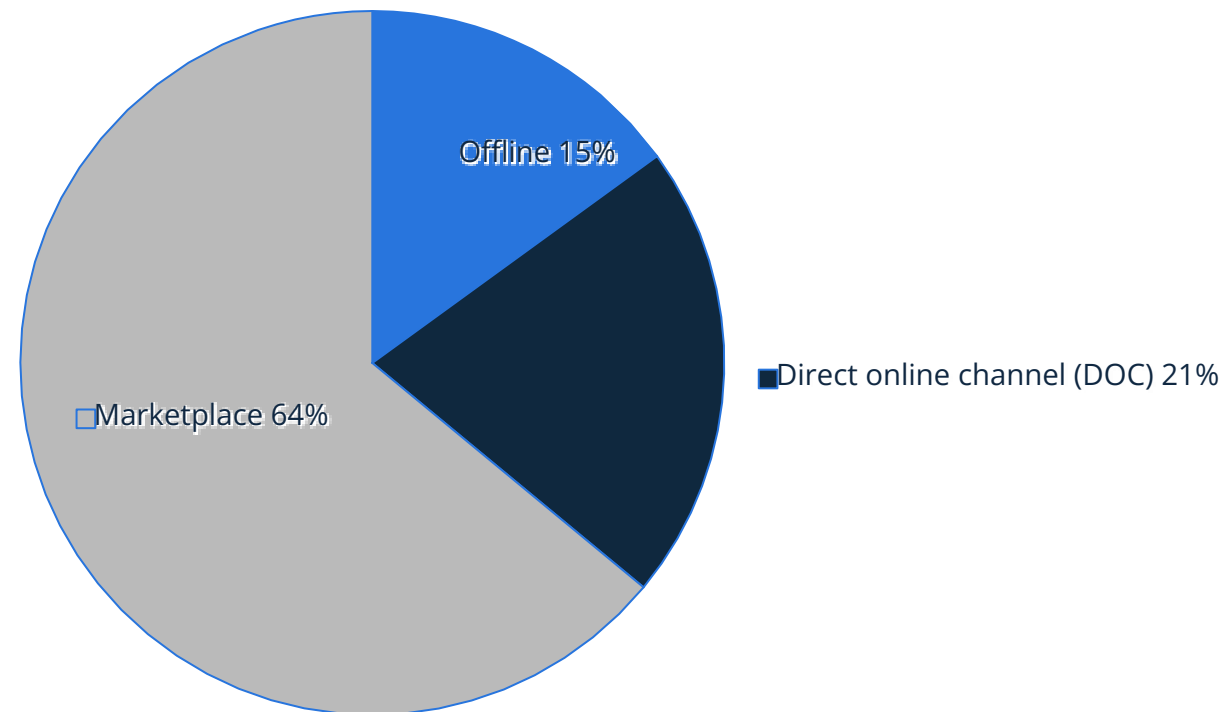
# Growth in direct-to-consumer (D2C) sales in Central and Eastern European countries from 2021 to 2022

Sales value change of D2C in the CEE region 2021-2022



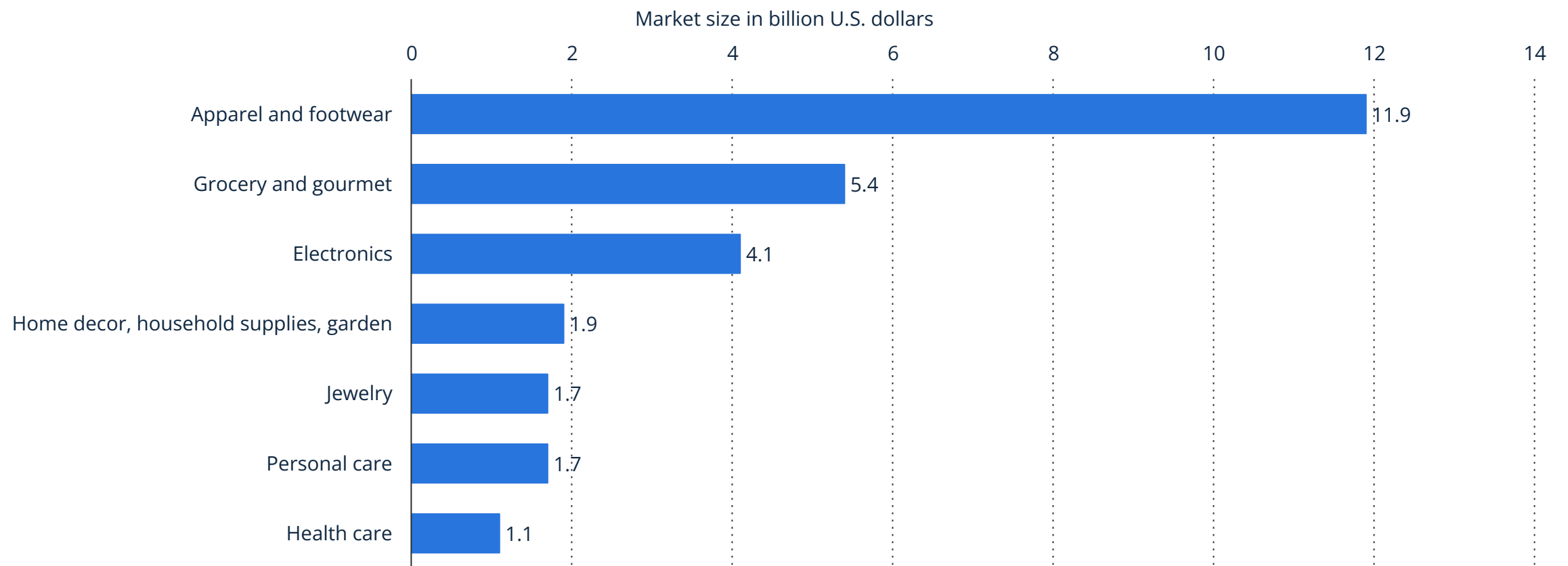
# Share of direct-to-consumer market size in India during financial year 2022, by channel

Share of D2C market size India FY 2022, by channel



# Size of e-commerce in D2C market in India during financial year 2022, by category (in billion U.S. dollars)

E-commerce market size in D2C sector India FY 2022, by category

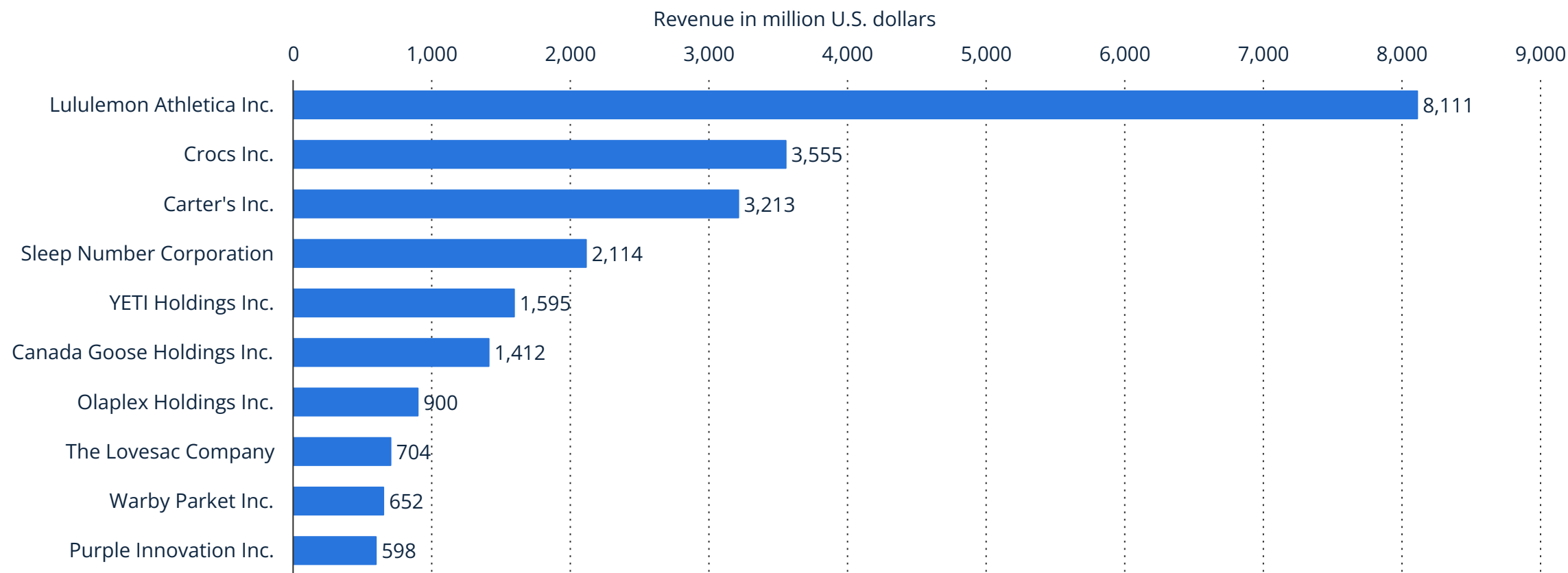


## CHAPTER 02

# Leading companies and start-up funding

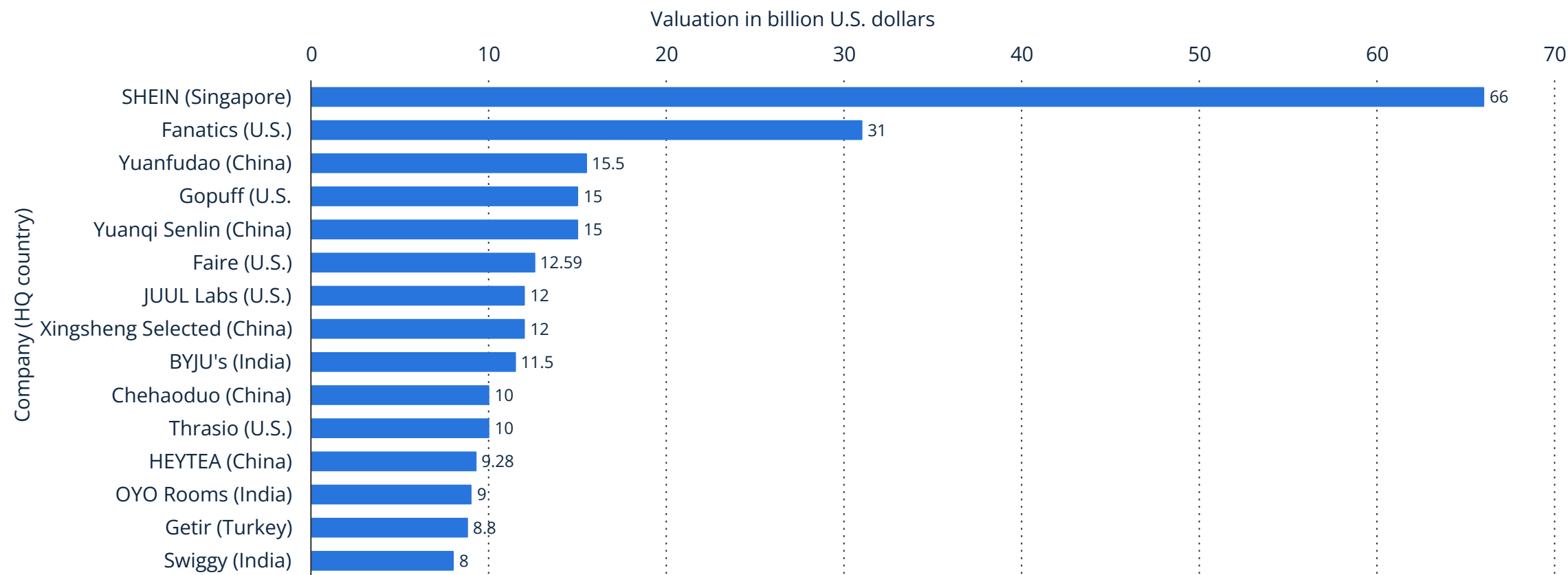
# Leading public direct-to-consumer (D2C) companies with e-commerce operations as of 2023, by revenue (in million U.S. dollars)

D2C e-commerce public companies 2023



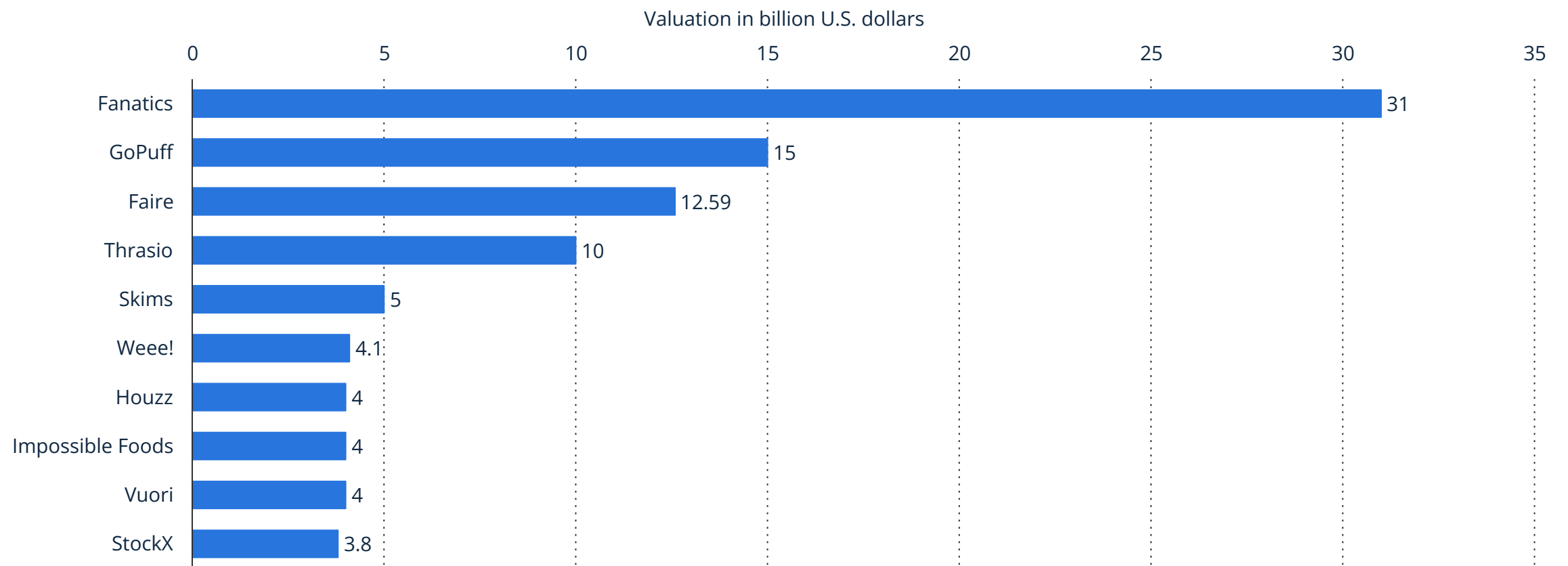
# Highest-valued e-commerce and direct-to-consumer unicorns worldwide as of October 2023 (in billion U.S. dollars)

Highest valued e-commerce startup companies globally 2023



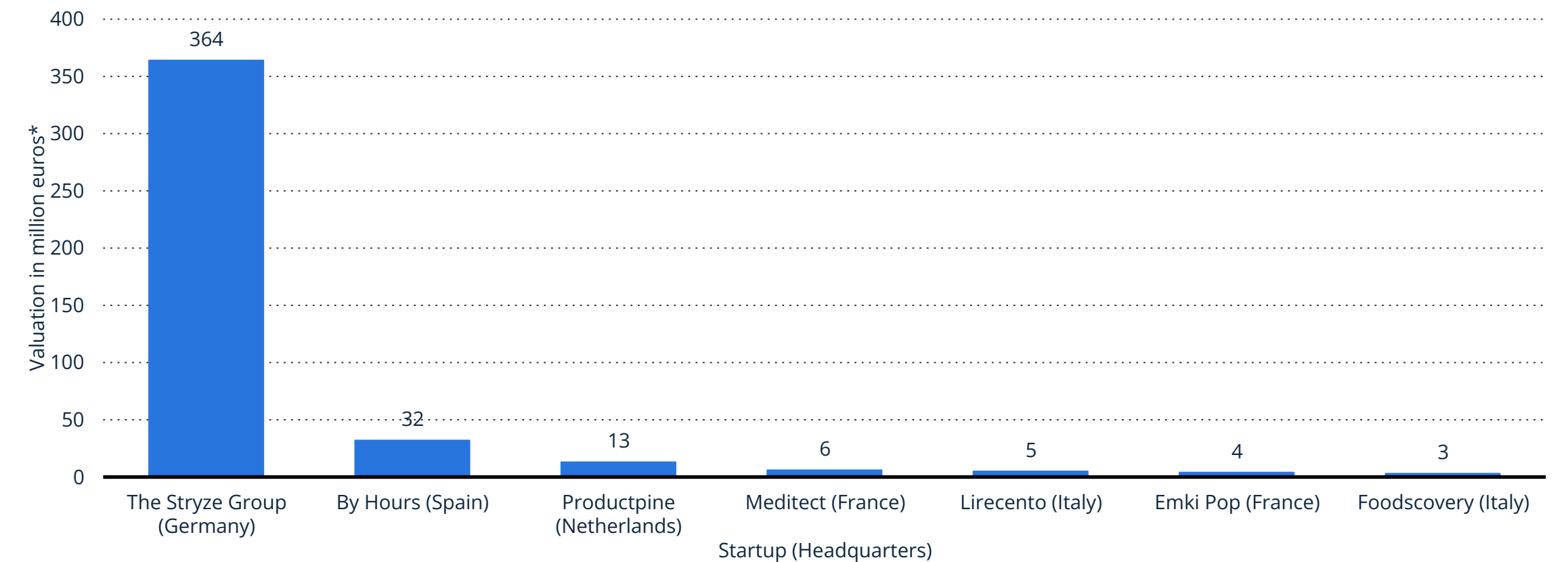
# Most valued e-commerce and direct-to-consumer unicorns in the United States as of October 2023 (in billion U.S. dollars)

Highest valued e-commerce startup companies in the U.S. 2023



# Direct-to-consumer (D2C) e-commerce startups headquartered in Europe with the highest valuation as of 2023 (in million euros)

Leading D2C e-commerce startups in Europe 2023, by valuation

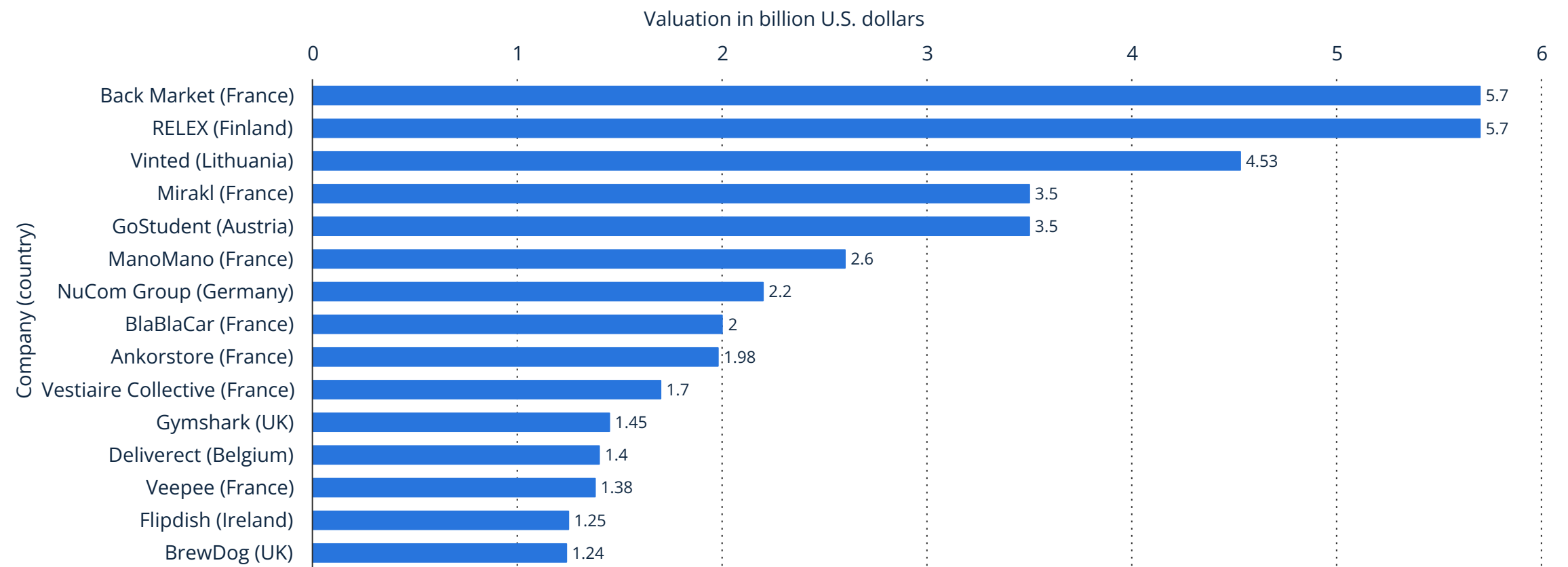


15 **Description:** As of March 2023, Berlin-based brands hub Stryze was Europe's most valuable direct-to-commerce (D2C) startup. According to the most conservative estimates, this startup's valuation reached 364 million euros, outshining other D2C companies based in the continent. The Spanish travel platform ByHours followed with 32 million euros, while Dutch Productpine ranked third at 13 million euros. [Read more](#)  
**Note(s):** Europe; as of March 2023; \* For some companies, the source reported a valuation range. In those cases, the lowest valuation estimate was used for this statistic. The date of release is the date of access. [Read more](#)  
**Source(s):** Dealroom.co; European Startup Initiative



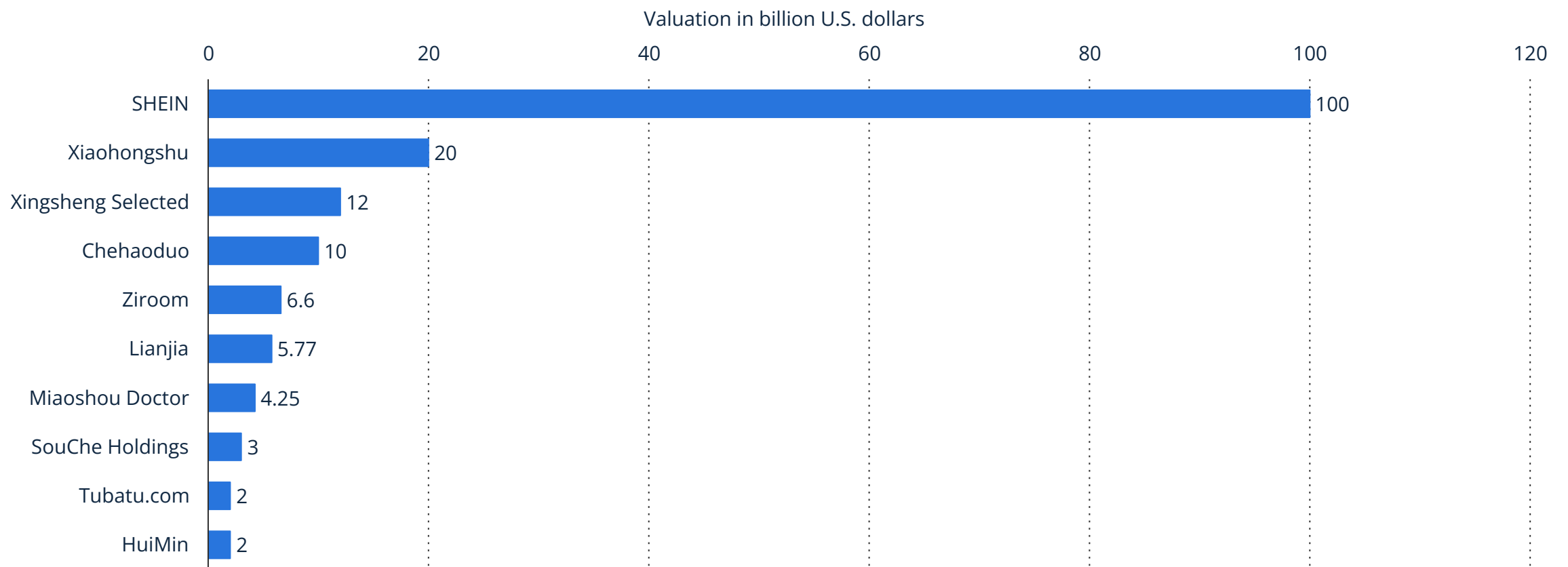
# Most valued e-commerce and direct-to-consumer unicorns in Europe as of October 2023 (in billion U.S. dollars)

Highest valued e-commerce startup companies in Europe 2023



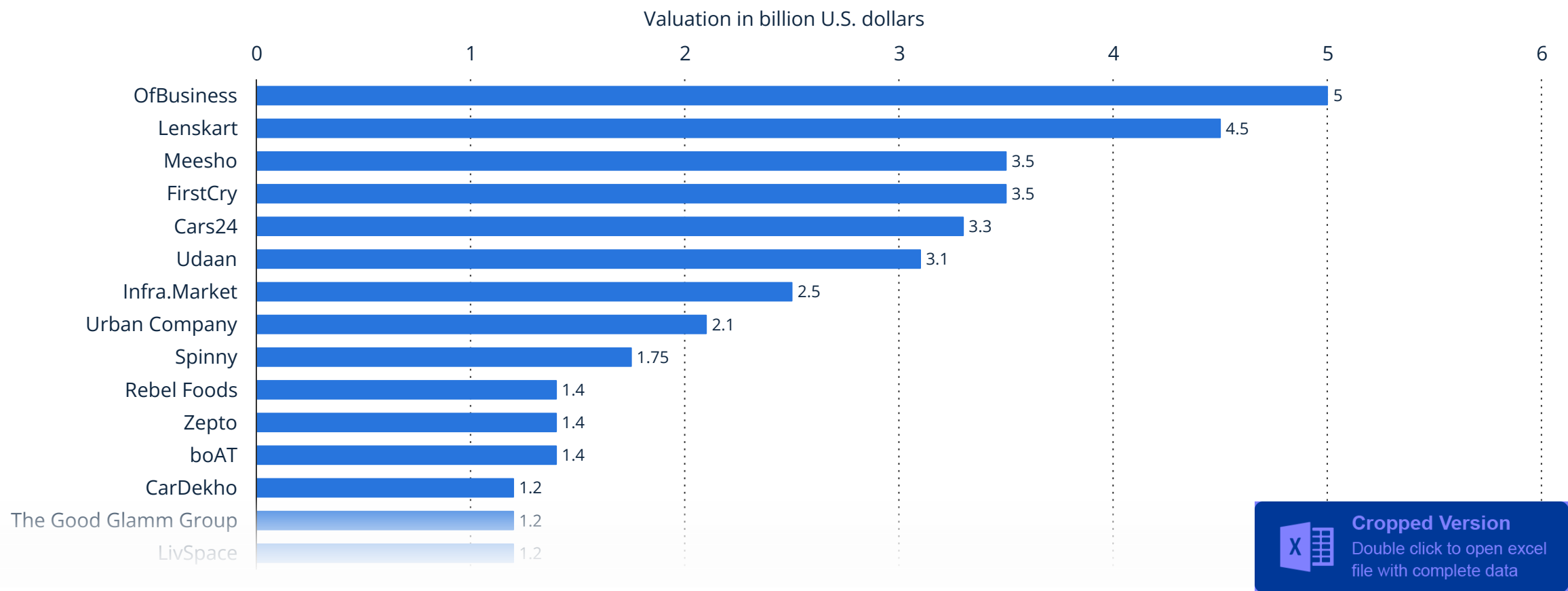
# Most valued e-commerce and direct-to-consumer unicorns in China as of October 2022 (in billion U.S. dollars)

Highest valued e-commerce startup companies in China 2022



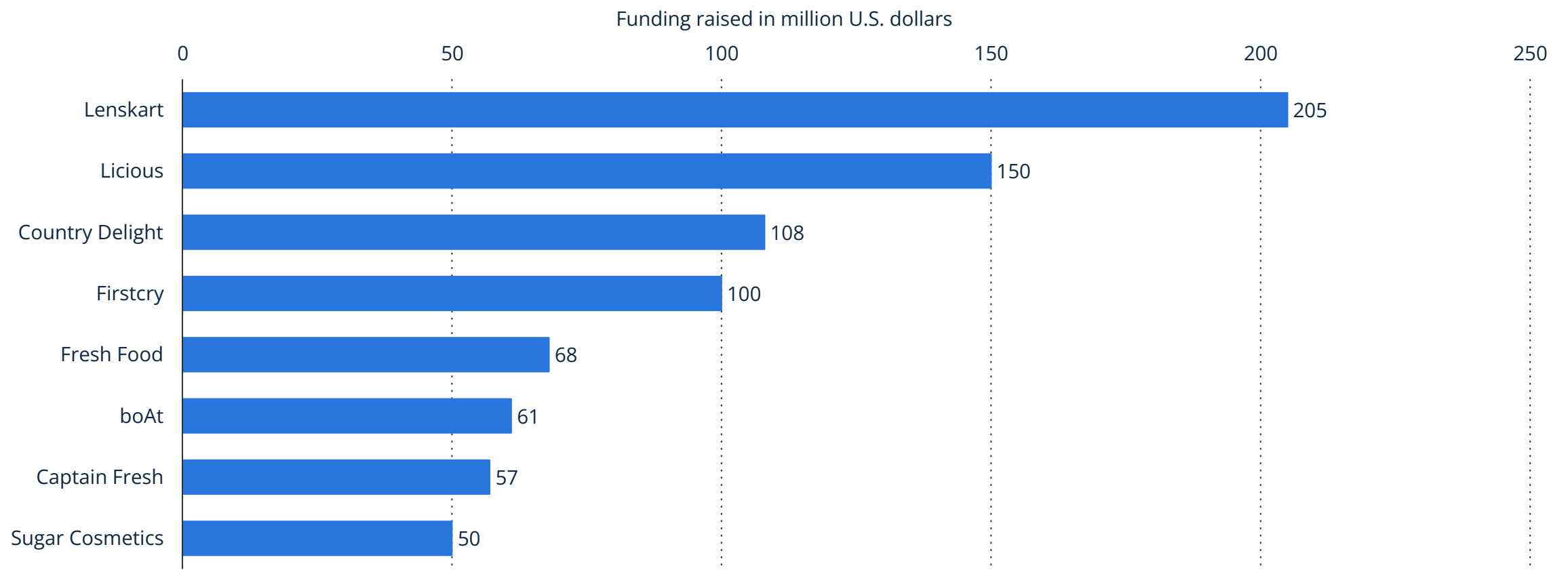
# Most valued e-commerce and direct-to-consumer unicorns in India as of October 2023 (in billion U.S. dollars)

Highest valued e-commerce startup companies in India 2023



# Most funded direct-to-consumer startups in India in 2022 (in million U.S. dollars)

Funding raised by D2C startups in India 2022

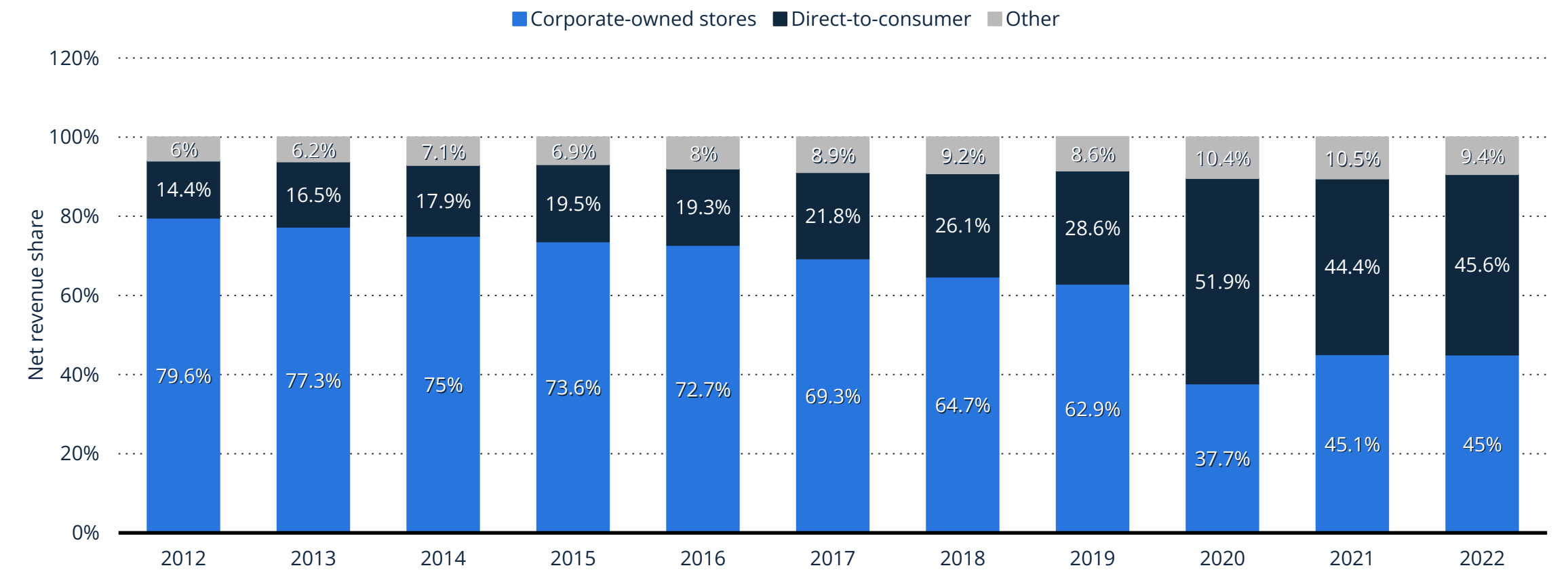


## CHAPTER 03

# Lululemon Athletica

# Net revenue share of lululemon athletica worldwide from the fiscal year of 2012 to 2022, by channel

Revenue share of lululemon worldwide 2012-2022, by sales channel



以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/728052046127006035>