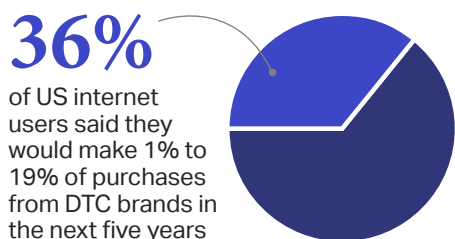


Direct-to-consumer brands

Direct-to-consumer (DTC) is a disruptive brand model that involves a direct transaction between manufacturer and buyer without the need for the retailer as middleman

The DTC business model is characterised by control of...

- Manufacturing
- Operations
- Distribution
- Marketing



Source: Diffusion and YouGov

The disruptors are being disrupted

Amazon sees opportunity in many DTC markets and is developing own label products such as the Amazon Basics mattress



Legacy brands are being disrupted, but can fight back by...



Improving their e-commerce proposition



Launching a DTC business



Partnering with major online platforms



Acquiring the disrupters

\$300m

Price Walmart paid for DTC fashion brand, Bonobos

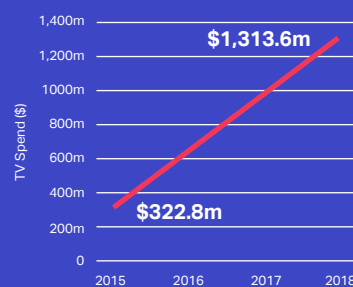


\$1bn

Price Unilever paid to acquire Dollar Shave Club

DTC brands get traditional

TV spend by 50 DTC brands growth



Source: Video Advertising Bureau

Online to offline: DTC brands are building their physical presence with pop-up shops, on the retailer's shelf, or through their own brick and mortar stores

[Read more](#)