

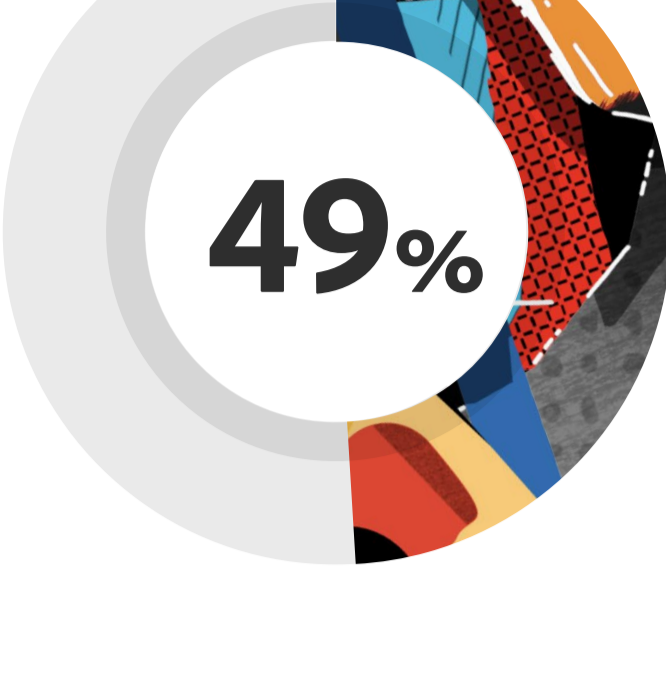


The D2C formula for B2B growth.

Direct-to-consumer (D2C) selling can be a game-changer for B2Bs.

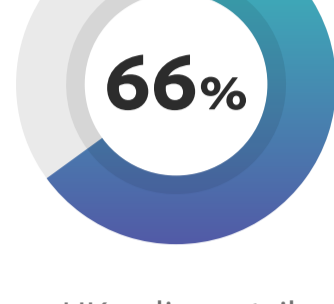
Digital retail sales are growing around the world.

United States

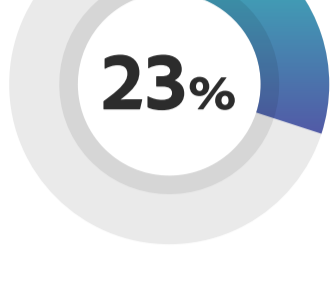


US ecommerce spend YoY grew 49% in March 2021. Source: Adobe

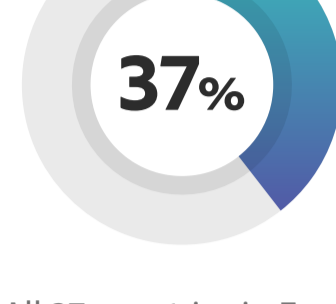
Europe



UK online retail sales grew 66% in Q1 2021. Source: Adobe



D2C sales in Germany grew 23.2% in 2021. Source: Ecommerce Europe



All 37 countries in Europe experienced an increase in e-shoppers in 2021. Source: Ecommerce Europe

Southeast Asia

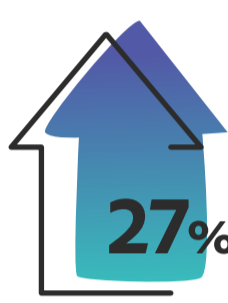
S&P Global reports that consumers in Southeast Asia are downloading shopping apps in growing numbers.



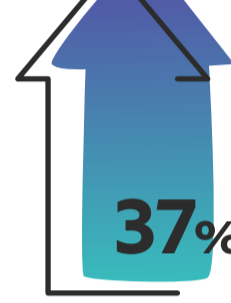
Nearly half of Southeast Asian shoppers surveyed said they are likely to keep buying groceries online after the pandemic, according to CNBC.



Latin America



Retail ecommerce sales in Brazil grew 27%, the highest in Latin America. Source: eMarketer



Latin America is the fastest-growing regional retail ecommerce market, with a 36.7% increase in 2021. Source: eMarketer

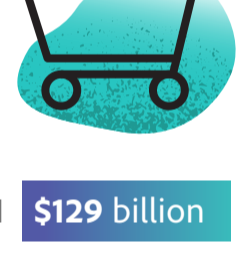


And a lot of those sales are direct to consumer.

In the US alone, D2C ecommerce sales hit \$129 billion.

Statista projects sales to eclipse \$175 billion by 2023.

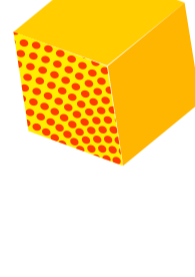
In fact, D2C is growing rapidly worldwide as brands like Hello Fresh, SleepyCat, and Amaro gain traction.



2021 \$129 billion

2023 \$175 billion

Source: Statista



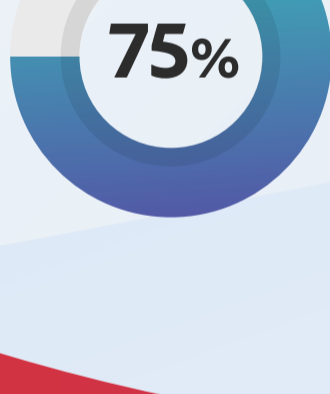
A growing number of B2Bs are asking themselves, "Why don't I sell to consumers?"

That's a good question.

RXBAR's recipe for D2C success.

RXBAR is a Kellogg company known for its healthy and delicious energy bars, which showcase ingredients like "3 egg whites, 6 almonds, 4 cashews, 2 dates" on the packaging.

Two years ago, internal research suggested they could add revenue—a lot of revenue—by selling direct to consumers.



Today, D2C sales make up 75% of RXBAR's online revenue. Source: TechCrunch

Learn how Adobe Commerce fuels the B2B2C experience for RXBAR. [Read the story](#)



Lafayette 148's D2C makeover.

For decades, Lafayette 148 relied heavily on distributing its clothing through wholesalers and luxury retailers. The pandemic forced them to quickly pivot to D2C so they could meet the changing needs of their customers.

Learn how Lafayette 148 went D2C with Adobe Commerce. [Read the story](#)

Three reasons to sell direct to consumer:

1 Growing revenues.

Many consumer goods manufacturers' D2C revenues can actually exceed their wholesale revenues.

2 Understanding your end customers.

A D2C website can help you gather data on the people who actually use your products—which can help you refine pricing strategies and design new products.

3 Sharing your success with resell partners.

When you sell D2C products, you can ask customers to pick them up at resell partners' locations—or refer them to partners for installation and support.

The possibilities are endless.

Discover how Adobe Commerce is built to get you started with direct-to-consumer sales.

Get details

