

# Key opportunities for FMCG brands

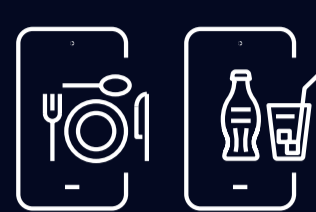
In 2020, direct-to-consumer (DTC) ecommerce sales amounted to \$112 billion in the US. They are expected to reach \$175 billion by 2023.<sup>(1)</sup>

## KEY STATISTICS



**57%**

In 2022, 57% of FMCG companies are planning to make significant investments in DTC strategies.<sup>(2)</sup>



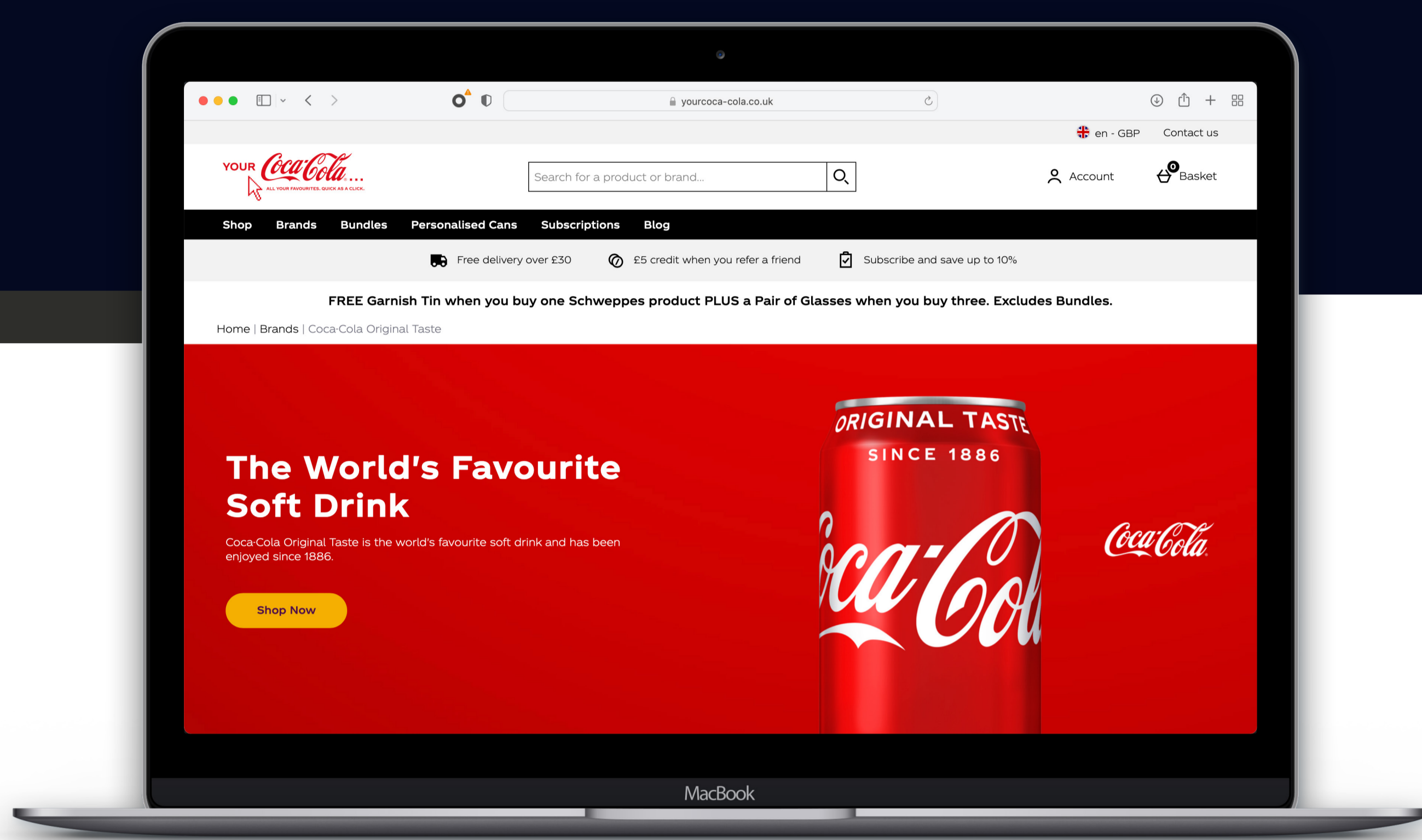
**+27.5%**

Food and beverage is the fastest-growing DTC category, with sales expected to increase by 27.5% between 2020 and 2023.<sup>(3)</sup>



**55%**

of global consumers prefer to buy from brands directly, while a further 40% of shoppers say they will purchase from a DTC brand in the next five years.<sup>(4)</sup>



## MAJOR OPPORTUNITIES



### Omnichannel approach

The DTC model gives FMCG brands the flexibility to build a seamless and connected customer experience, enabling them to have direct access to customers across multiple digital touchpoints. Most importantly, offering services like buy online pickup in store (BOPIS), curbside pickup or fast delivery is key in driving customers to the store, which continues to play an important role in the sector.



### First-party data access

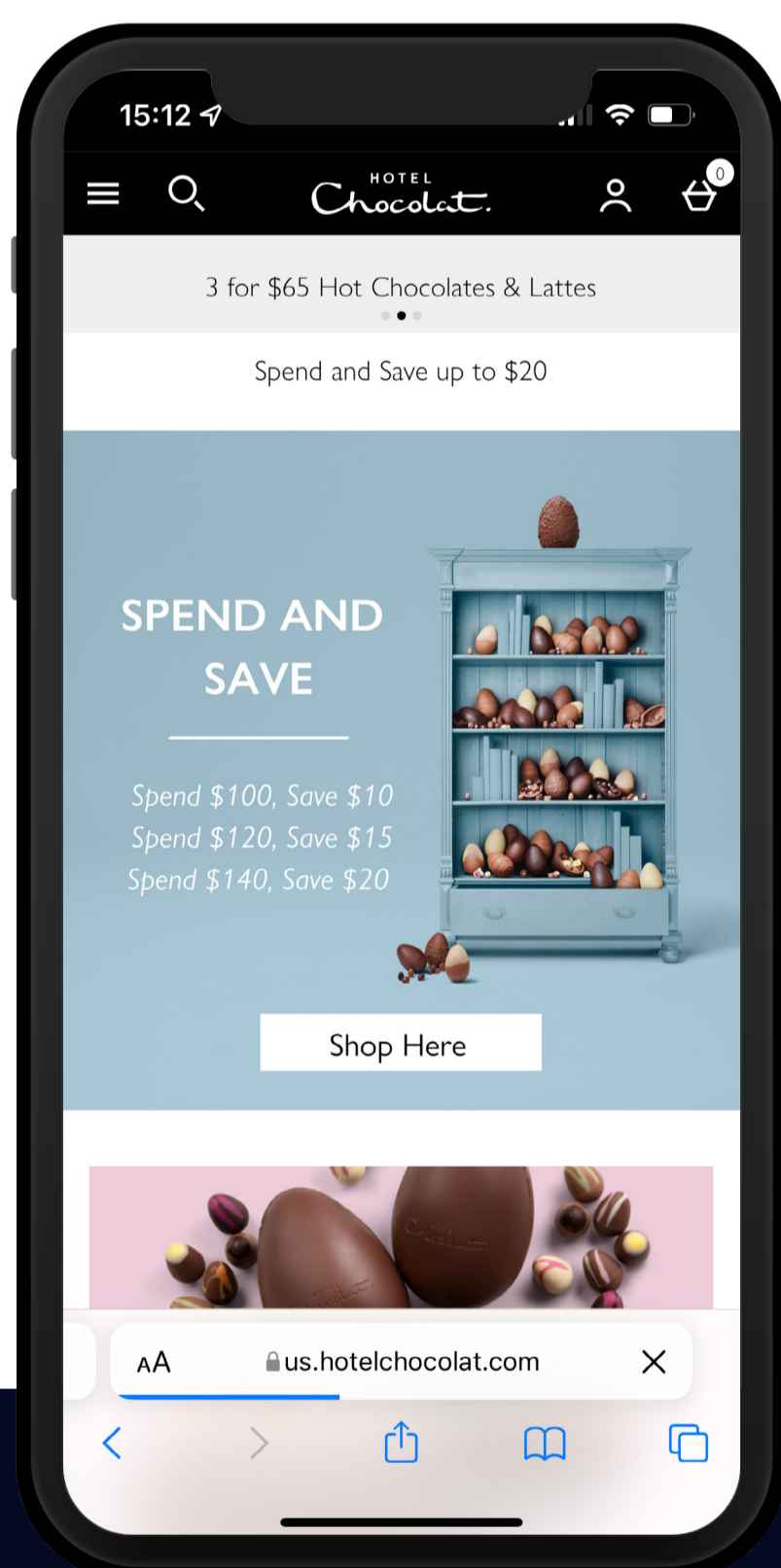
DTC channels have become a source of unique consumer insight, as they give brands direct access to customer preferences including search terms, linked page journeys and multi-channel interactions. This not only helps brands to optimize the customer journey but also to allocate resources correctly in order to respond to demand, and drive innovation. FMCG brands that leverage customer data can better understand customer preferences, demographics, lifestyles, purchase intentions and identify high-value customer segments.



### Attaining operational excellence

Partnering with a DTC provider can help FMCG brands to improve their customer experiences across every touchpoint.

The DTC model gives brands the knowledge, flexibility and agility to scale their operations to provide customers with fast and efficient delivery, superior customer service and personalized offerings.



### Achieving differentiation

A DTC strategy can help FMCG brands differentiate their products beyond supermarket shelves by offering subscription services, loyalty programs or product bundles that will lead to higher customer engagement and loyalty.

The data captured from digital channels can boost an offline approach to when considering new product development, or product innovation and create unique experiences tailored to individual customers.



### A deeper relationship with customers

Implementing a DTC model opens an unmediated line of communication for brands to engage with their customers, so they can forge a deeper, more personalized connection. Interacting directly with the brand generates a sense of emotional attachment that can lead to greater customer trust and advocacy.

## INSIGHTS INTO CONSUMER PREFERENCES

**60%**

of consumers had a superior experience when buying directly from a brand online than when buying in-store according to a Capgemini survey.

**80%**

of consumers are more likely to buy from brands that offer personalized products.<sup>(5)</sup>

**42%**

of shoppers say that delivery and fulfilment are the most important service attributes when shopping for groceries.<sup>(6)</sup>

