

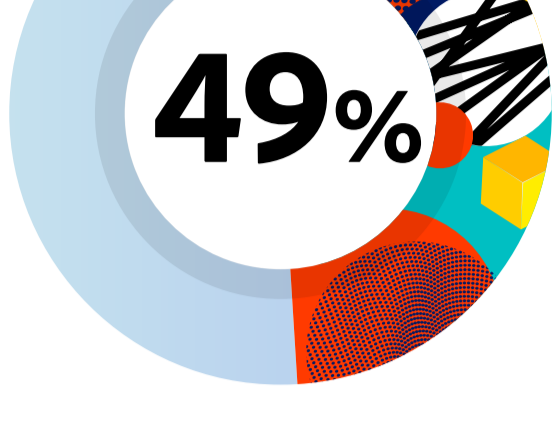
# The D2C Formula for B2B Growth

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



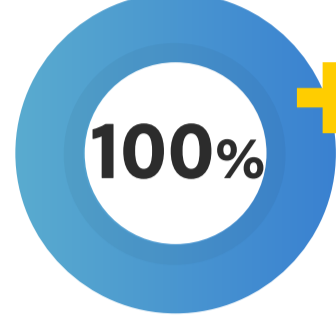
## Digital retail sales are growing around the world...

### United States

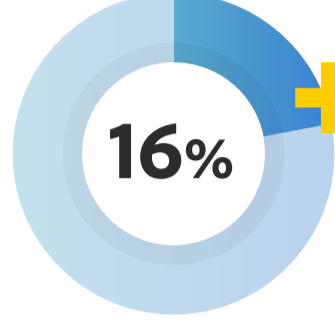


US eCommerce sales increased 49% in April 2020.<sup>1</sup>

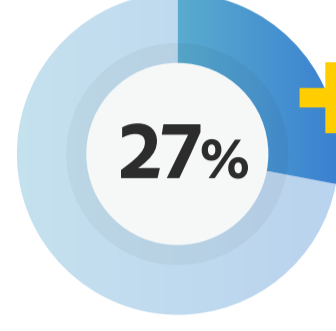
### Europe



March 2020's YoY eCommerce growth in Italy exceeded 100%.<sup>3</sup>



By the end of 2020, retail eCommerce sales in Germany are expected to rise by 16.2%.<sup>4</sup>



Meanwhile, eCommerce is likely to make up 27.5% of 2020 retail sales in the UK.<sup>5</sup>

### Southeast Asia

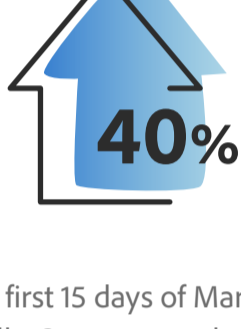
Consumers in Southeast Asia are downloading shopping apps in growing numbers.<sup>6</sup>



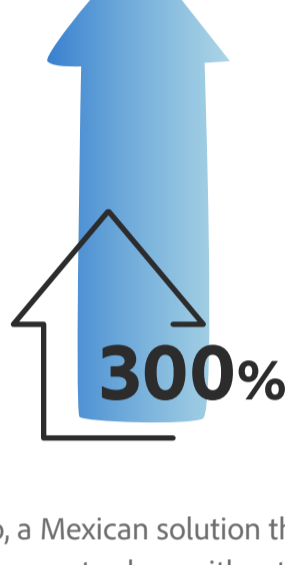
One in three Southeast Asian shoppers surveyed said they are likely to keep buying groceries online after the pandemic.<sup>7</sup>



### Latin America



In the first 15 days of March 2020, overall eCommerce sales in Brazil increased by 40% YoY.<sup>8</sup>



Jüsto, a Mexican solution that allows customers to shop without leaving their homes, registered a 300% growth in order demand in Q1 2020.<sup>9</sup>

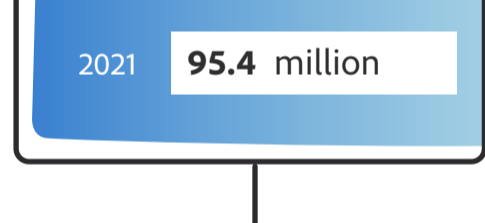


## ...and a lot of those sales are direct to consumer.

In the US alone, there are 87.3 million direct-to-consumer digital buyers.<sup>10</sup>

In 2021, there will be 95.4 million—or more.<sup>10</sup>

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



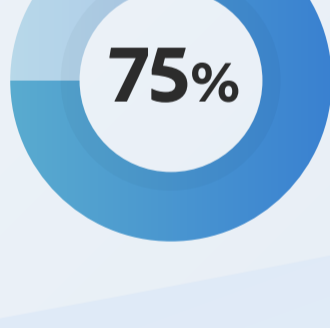
A growing number of B2Bs are asking themselves, "Why don't I sell to consumers?"

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.



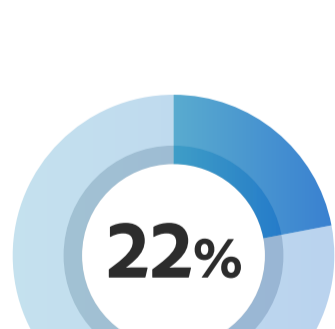
Today, D2C sales make up 75% of RXBAR's online revenue.

Learn how Magento Commerce fuels RX BAR's B2B2C experience. [Read the full story.](#)



### Just For Men's D2C makeover

For decades, Just For Men products have sold exclusively in retail stores. As the company's web traffic grew over time, they decided to take the plunge into D2C selling with recurring subscriptions.



After their D2C site went live, sales increased by 206%, average order value (AOV) by 22%, and repeat orders by 700%.

See how Just for Men went D2C with Magento Commerce. [Read the full story.](#)

### Three reasons to sell direct to consumer:

- 1** Grow revenues

Many consumer goods manufacturers' D2C revenues can actually exceed their wholesale revenues.
- 2** Understand 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** Share 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.

Thinking about getting started with direct to consumer sales? Start here.

[www.magento.com](http://www.magento.com)