

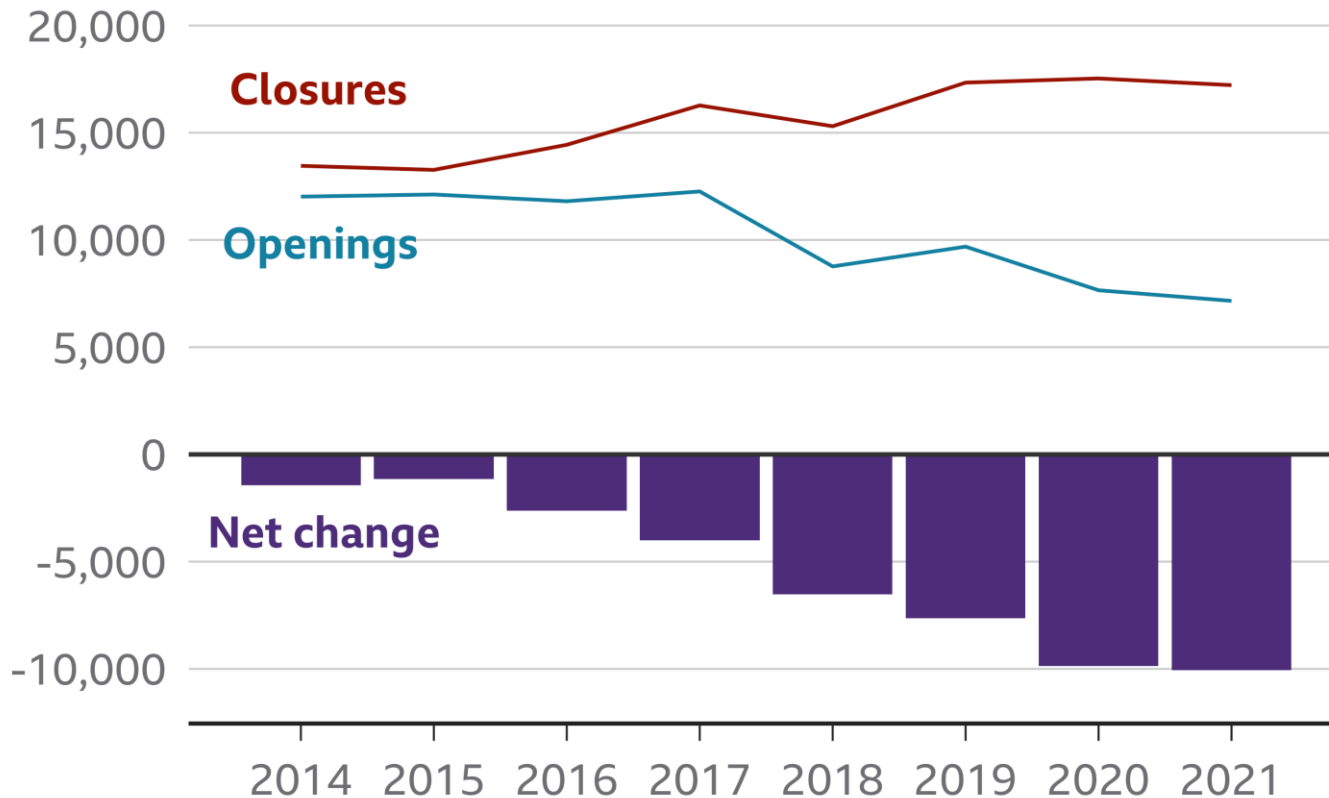
# Charting the Rise of D2C

**If ever there was a right time to enter the direct-to-consumer (D2C) arena, now is that time**

# Chart 1 – The Decline of Traditional Retail

Chains are closing stores faster than they open new ones

Chain store openings and closures, 2014-2021



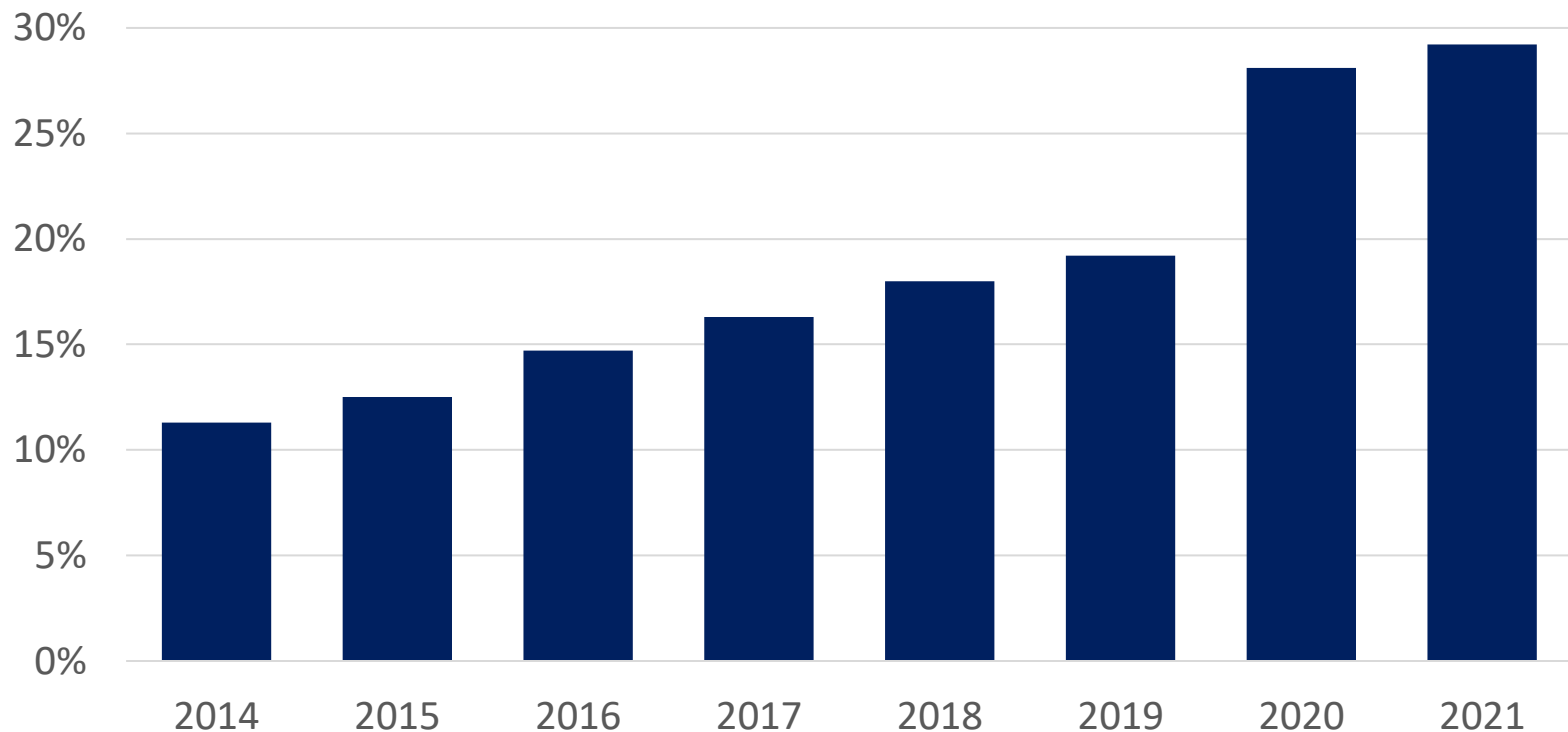
Multiple retailers/chains with more than five outlets

Source: PwC data compiled by Local Data Company for 2021 across GB



## Chart 2 – The Growth of E-Commerce

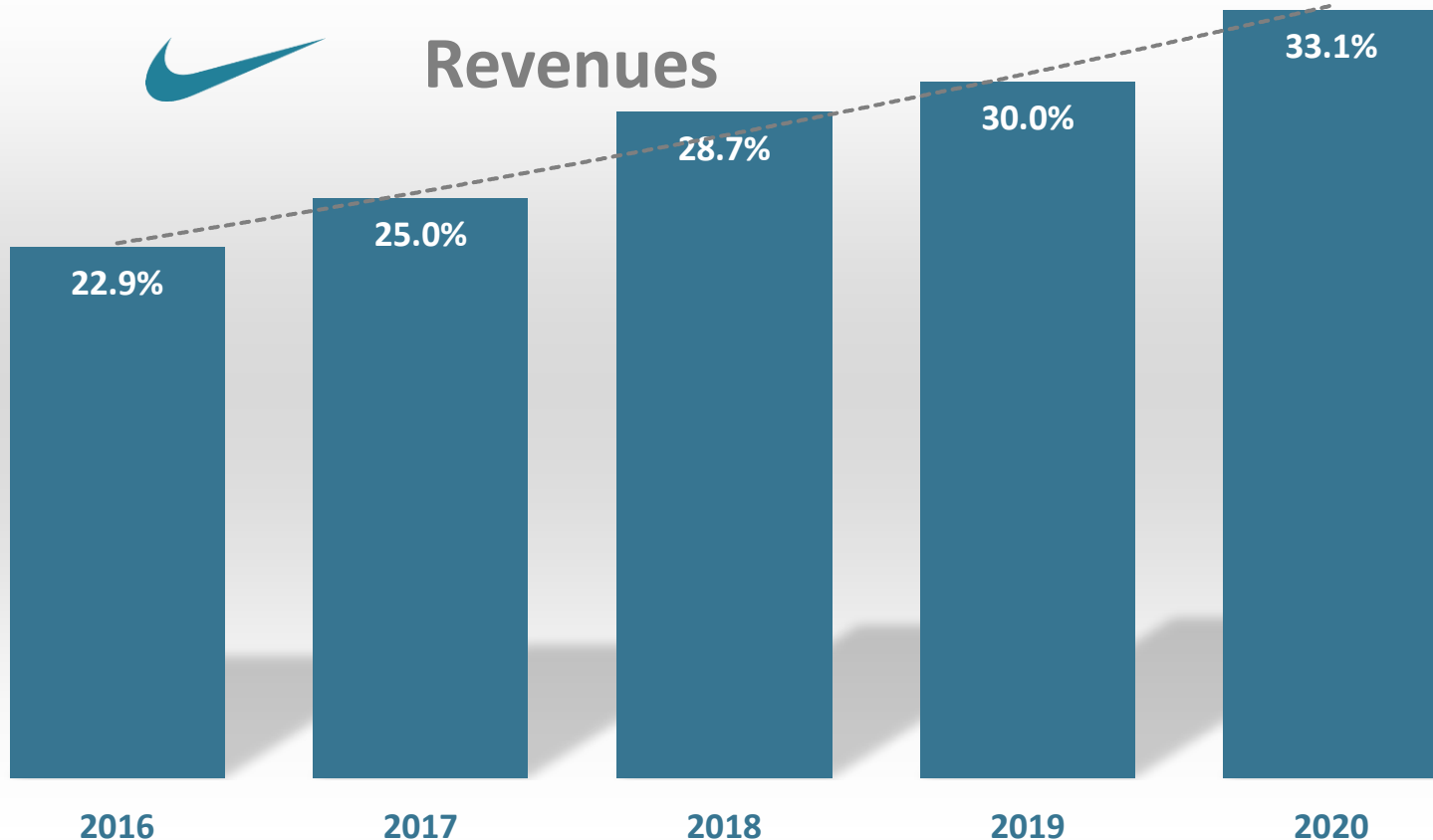
### Internet sales as a percentage of total UK retail sales (%)



Source: Office of National Statistics

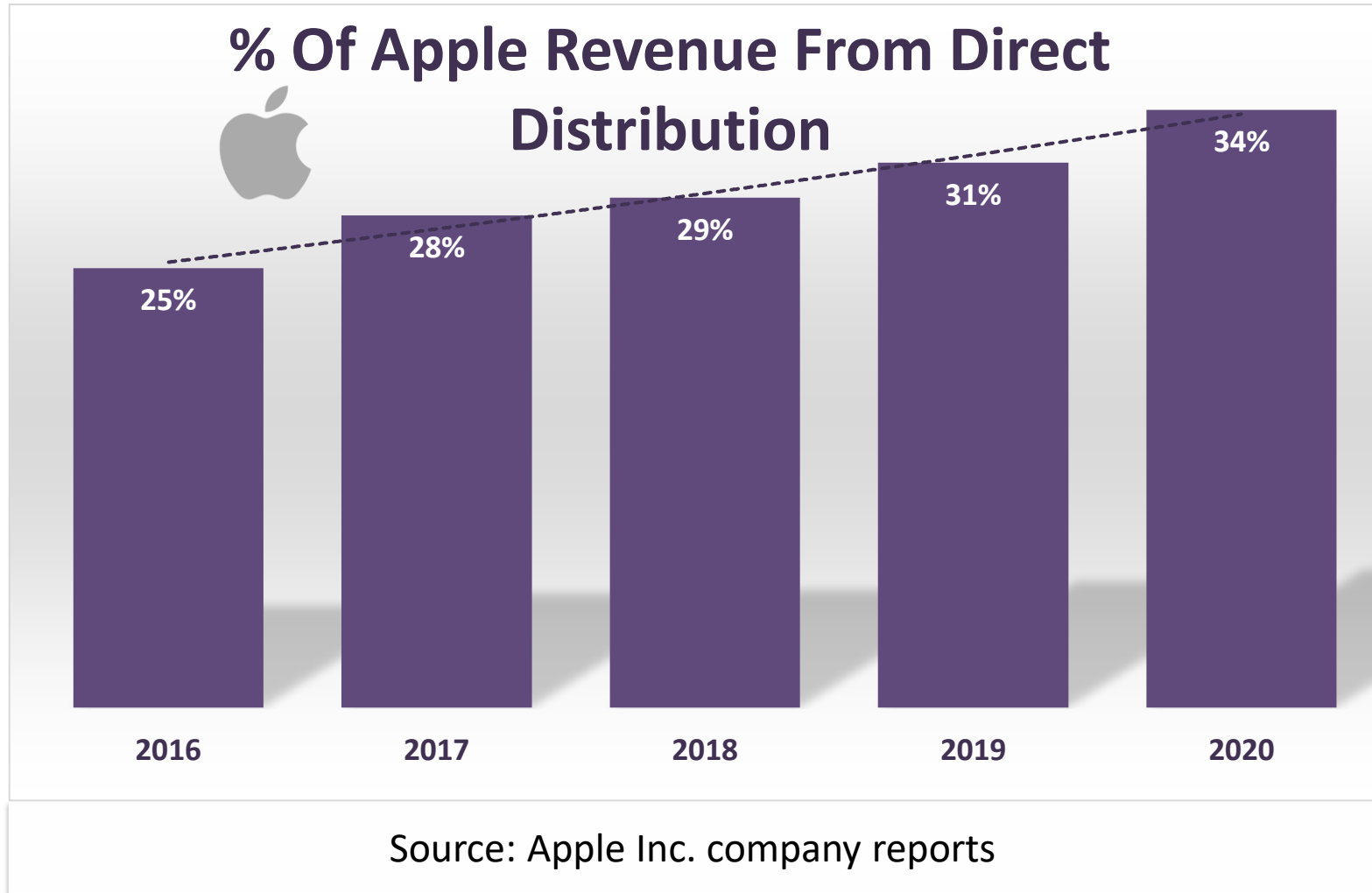
# Chart 3 – D2C Growth Example Nike

## Nike D2C Sales As a % Of Total Revenues



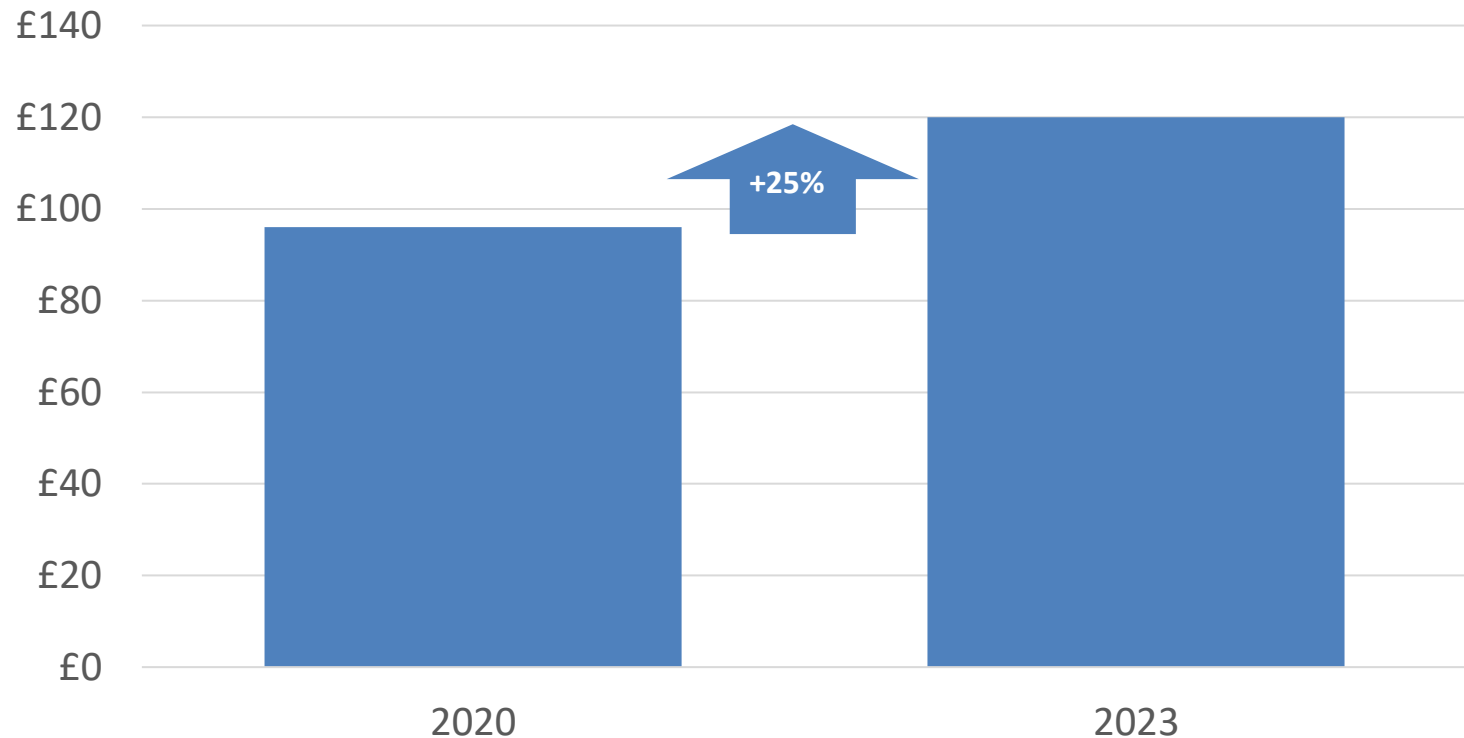
Source: NIKE Inc. company reports

# Chart 4 – D2C Growth Example Apple



# Chart 5 – Increasing UK D2C Sales

D2C sales (billions) by UK manufacturers 2020-2023



Source: Barclays Bank PLC

# Download your **FREE GUIDE** to direct to consumer sales

## Discover:

- 1 The key benefits of D2C
- 2 If D2C is right for your business
- 3 How to conduct a cost-benefit analysis
- 4 Different ways to sell and fulfil orders
- 5 How to manage channel conflict

*Plus, you'll get 4 examples of  
manufacturers with great D2C strategies*

