



Ecommerce trends in 2023

As seen by our merchants

PRESTASHOP WHITE PAPER

Introduction

57% of global consumers now regularly shop online, including grocery shopping; a trend that will further increase for 73% of them.



This continued growth in online sales can be explained by:

- a wider offer (62%)
- more attractive prices (57%)
- the ability to compare (55%) or return an item (42%)
- but also by the pleasure that shoppers take in it (44% vs 24% offline). A key argument especially since consumers say they have a better understanding of brands and products online (48% vs. 18% offline).

These indicators tend to welcome the efforts made in recent years by merchants to improve **customer experience**, even if the expectations of the latter also continue to grow. They further confirm the need to deepen customer knowledge, to perfect the relationship through greater proximity, leaving more room for the human element, but also to design interfaces and more fluid paths. On the practical side, payment methods, whether one-click or split, remain prominent trends, while subscription offerings continue to grow in popularity. Aspirations for more responsible commerce are also asserting themselves, as is the case with re-commerce or so-called green shipping.

Finally, these orientations are expressed against a background of an **omnichannel** approach, with 60% of consumers declaring that they prefer to make their purchases from retailers with both a physical store as well as an online store. A propensity that is well-understood by companies. While more and more DNVB companies are opening stores or pop-up stores, traditional brands are increasingly and successfully engaging in a strategy that includes D2C (direct to consumer).

So many flagship trends confirmed by PrestaShop merchants who agreed to share their views and experiences here.

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5 key trends for 2023



Omnichannel marketing

Since the pandemic, commerce has displayed a new face: the omnichannel approach. A major trend that pushes businesses to adapt their model and to multiply the points of contact with consumers in order to be (omni)present throughout the customer journey.

The new paradigm of commerce

Beyond the complementarity of physical or virtual stores, made obvious with the rise of click & collect or BOPIS (buy online, pick up in store), businesses must have a global vision of touchpoints. These strategic moments, when a potential or existing shopper enters into a relationship with the brand, proliferate from the inspiration phase, to research and to purchase. This is evidenced by the increase in webrooming or ROPO (research online, purchase offline) and, conversely, showrooming, the behavior of customers who consult the product in store before buying it on the Internet.

Actions that encourage brands to invest in marketplaces, real sources of additional business, but even more visibility. Conversely, it is now essential to include social networks and customer services as sales channels. It is by taking into account all the points of contact that companies can meet the expectations of consumers, namely to offer flexible and seamless journeys.

This is a major challenge that requires profound changes, meaning the end of silo-based organizations in favor of customer-centric organizations. Indeed, these transformations affect all the functions of the business (marketing, sales, communication, supply chain and IT) that must be involved and learn to collaborate around the acquisition, the offer, and the customer experience. An operation that also promotes the centralization of data, collected throughout the purchase process. Strategic data to get to know, reach, engage, and retain its shoppers.

The omnichannel approach is finally preparing to integrate the technologies of tomorrow and new sales channels to stay connected with its customers.

64%

of shoppers prefer to buy brands that have both a physical and digital presence.

34%

of global shoppers find inspiration in marketplaces, ahead of search engines in second place (31%) and social networks (28%).

35%

of all online purchases worldwide are made through marketplaces, up from 42% last year.

65%

of global shoppers said they have already purchased through social media.

Merchants' opinions

Shopix (France)

Longtime specialist in mobile sales of DIY and gardening products, the company now has 30 stores, 22 itinerant trucks and an ecommerce site.

“



“One of the big trends we see emerging is the fragmentation of online sales spaces. On some platforms, such as Amazon, the business logic of generating sales goes hand in hand with a visibility strategy. By this I mean that their media power is such that they become an essential complement to a traditional advertising campaign. Retail media, which refers to all the communication devices present on the customer journey, means being everywhere.”

Jean Baptiste Gabellieri, e-commerce manager

Faguo (France)

Clothing, shoes and accessories brand. The DNVB created in 2009 now has more than 40 stores.

“

“We had to completely de-silo our organization. A transparent step for the customer, but which guarantees access to the product, regardless of the choice of the physical point of sale, and above all to significantly reduce our breakage rate. »

“A successful omnichannel approach also requires unifying communication, spreading the same message at the same time on all points of contact (email, social networks, shops, ads, etc.). For the launch of the Alder sneaker, which uses recycled tennis balls, the visuals of the campaign were used everywhere, including in our windows where we hung tennis balls!”

Martin Charouset, Head of Digital and Omnichannel

The omnichannel approach, a new paradigm

This white paper will help you understand why omnichannel strategies have become so essential and how to make the most out of it for your online business.



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Payment methods

In a context of economic tension, rising prices and declining purchasing power, the payment experience plays a key role. Payment methods are becoming a more strategic conversion lever than ever before. It is all about allowing a simple, easy, 1-click payment, and offering a split payment solution.

The keystone of the buying journey

The European Payment Services Directive (PSD2) has introduced stricter security standards for online payments, including dual authentication, to boost consumer confidence. A measure that, however, complicates the user journey, even going so far as to generate abandonments. For ecommerce sites, it is therefore necessary to offer the right means of payment that are simple, fluid, and secure.

Thus, digital wallets have many advantages. To limit shopping cart abandonment and boost conversions. Thanks to the registration of all banking information and simplified authentication systems (via biometrics, SMS or a code), «wallets» like Apple Pay, Google Pay or Amazon Pay, finally allow shoppers to access payments in 1 click. A solution also offered by PayPal that keeps the customer's financial and shipping data from the first purchase. This new use, very beneficial for impulse purchases, goes hand in hand with the use of contactless cards in physical stores, encouraged by the hygiene and distancing measures deployed during the pandemic.

BNPL (buy now, pay later) or split payment is also part of the major consumer trends. This is a particularly suitable method for high priced purchases. The most common solutions offer payment in 3 or 4 installments. The costs are, at the choice of the merchant, at his or her own expense, the customer's or shared. In all cases, the transaction is secure and the merchant receives the amount of the sale in its entirety as soon as it is validated. A payment method is certainly a decisive way to convince a customer not to delay his or her purchase, or even to spend more!

20%

of respondents have already abandoned a shopping cart because they were not able to easily validate a transaction because of double banking authentication.¹

29%

In the UK, e-wallets (29%) were already ranked 2nd in terms of preferred payment methods behind bank cards (50%) in 2019.²

¹ Study carried out by Ipsos for Ayden - 2021

² Stripe study 2019

³ Harris Interactive for Cetelem Observatory, 2022

⁴ Oney / Rates in France, Spain, Poland and Portugal

60%

In France, 60% of respondents say they have already paid by electronic wallet, while 36% say they use it regularly.³

6/10

6 out of 10 consumers pay by installments.⁴

Merchants' opinions

Paco (Italy)

Paco Pet Shop is a store specializing in the sale of quality and sustainable products, for the well-being and health of dogs, cats, and other pets. Initially, the ecommerce site was created in 2001 to support the sales of stores in Turin before taking its own trajectory.

“



"Among the modules, PrestaShop Checkout is certainly the most important because, in 2022, it allowed us to standardize the payment process, a strategic and very delicate step."

Silvia Bosio, CEO

Make it easy to shop at your store

Accept payments from customers around the world and improve your conversion rate with smoother payments.

[Learn more about PrestaShop Checkout](#)





Merchants' opinions

Powergym (France)

Shop dedicated to equipment for home gyms and professional gyms.



"Beyond a significant increase in turnover, the payment in several installments clearly boosted the average cart from €650 to €750. The offer is now omnipresent on the site, on the home page, in the reinsurance elements and on all the product sheets whose price is between 300 and 3,000 euros, which corresponds to the ceiling granted by Oney. The solution was implemented in May 2022. Payments by installment already represent 20% of our turnover and we estimate that about 15% of purchases would not have been made without this method."

Guillaume Jacquelin, founder and CEO



Customer knowledge and personalization

Today, customers are increasingly expressing their desire to be recognized, to receive personalized offers, adapted to their consumption style. These expectations have even become a sine qua non condition for engaging and retaining in a highly competitive environment. However, to meet these requirements, you must get to know your customer better.

The secret weapon of loyalty

To be optimal, this customer knowledge must take into account both data from the customer's purchase path, such as authentication, the shopping cart or order history, but also contextual and behavioral data collected using artificial intelligence tools. This information is all the more timely since it corresponds to the needs of the consumer at the precise moment when he or she interacts with the brand.

It is the analytics of this data that allows us to refine our marketing strategy, based on hyper-personalization, in order to offer each customer a unique experience, in line with their desires, tastes and consumption habits, on the channel(s) of their choice, in real time, and even in anticipation. A strategy that guarantees loyalty, increases so-called impulse purchases and decreases product returns. McKinsey estimates the benefits of hyperpersonalization at 10–25% additional revenue and a significant decrease in acquisition costs, up to 50%.

Like the omnichannel approach, customer knowledge also requires changing organizations in order to put the consumer at the heart of the process and centralize all information about them (marketing, logistics, accounting, customer service, etc.) The company must also equip itself with high-performance data collection and processing tools (CRM, DMP and CDP) to take into account the sophistication of the algorithms, the features and the automation scenarios for addressing advertisements and notifications, displaying landing pages and product recommendations in real time, pushing prices and dynamic promotional offers.

It is also these tools that, coupled with chatbots or informed customer services, allow the buyer to have a unique experience.

56%

of consumers expect to receive personalized offers and content on a consistent basis.⁵

⁵ Salesforce

⁶ McKinsey 2021

⁷ PwC Study

76%

express frustration with the standardization of their experience.⁶

92%

of today's consumers are willing to turn to the competition as a result of negative interactions.⁷

Merchants' opinions

Just4camper (France)

Pure player specialized in the sale of accessories for major brands of motorhomes, caravans, vans, fitted vans, 4x4s, boats and outdoor camping. The site was launched in 2019.



*"Putting the user at the heart of the system. Multiply communication and marketing channels to meet buyers' needs in a targeted manner. Adapt to each customer, understand their consumption habits, payment preferences, information receipt, device, PC or mobile choices, delivery methods, etc.
Draw inspiration from reviews and comments, pick up on consumer language elements to develop appropriate content.
In short, personalize the experience at all levels of navigation!"*

Gwenaëlle Labbé, E-Commerce Manager

Ewine (Chile)

Market place dedicated to wine, created in 2017, bringing together small producers and large wineries, with sale by the unit and by subscription.



"For me, hyper-personalization is undoubtedly a flagship trend. Today, it is no longer enough to segment our market as we used to, based on the typology of tastes, lifestyles or socio-economic groups. We must now go further, using artificial intelligence, which allows us to deliver a better service in real time, to propose a product adapted to the palate and the desires of the customer, at the right time."

This is why our investments are mainly technology-oriented. We want to evolve our website with AI tools in order to hyper-personalize the user experience, based on what they are really looking for. This is one of our pillars of differentiation."

Andres Dougnac, CEO & Founder

Merchants' opinions

Wecasa (France)

Platform for linking customers and home service providers (hairdressing, beauty, massage, cleaning, childcare or sports coach). Created in 2018, Wecasa already brings together more than 10,000 independent professionals.

“



“Know your customers well and in particular their lifetime value, to spend better and acquire more. Customer knowledge is key to optimize acquisition costs, allocate the right budgets channel by channel, for each platform and maximize revenue at constant advertising cost according to expected business targets. To do well, you need to start collecting data about your customers and prospects as soon as possible.”

Marine Herande, Head of Acquisition & CRM

Project X Paris (France)

It is the challenge taken on by two young French designers to associate the urban art of living with current trends. Combining lifestyle and streetwear, the brand, born in 2015, has conquered the biggest cities such as Dubai, Berlin, London or Los Angeles before settling in Paris. It now has more than 40 stores.

“



“Customer knowledge is what drives the business. Having the right customer data is what allows us to push the right products, the right promotions, at the right time, not to flood customers with information, but to target those who are receptive to the product at a given moment...it is an incremental process. It is necessary to invest in a powerful CRM tool, and couple it with an email builder to personalize the messages.”

Mickaël Austruy, Head of e-commerce & digital

Hyperpersonalization, the new challenge of customer retention

In a context where ecommerce is increasingly competitive and growing, customer experience has become the ultimate weapon to attract, convert and especially retain online users. How can you improve your customers' experience? What can hyperpersonalization do for your store?



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Customer experience

In an omnichannel approach, the ecommerce site is at the heart of customer relations. It is the site which carries the values of the brand, its commitments and its graphic universe. It must offer a fluid, immersive experience, a unique moment of encounter, that is inspiring and above all, more human - closer to a physical store.

Provide a fun and human shopping experience for customers

The quality of the interface is key. Digital design must adapt to the needs and behaviors of the user. The content is hierarchical and is part of a storytelling that takes into account the customer's expectations with a service-based approach. Category or product pages convey contextual content, allowing a better understanding of the offer to avoid bounce rates. Navigation is envisaged with and without a menu, with an internal mesh to facilitate the Internet user's journey, from link to link, thanks to accessible calls to action. These thoughtful and thought-out journeys are attention paid to the customer who will feel guided and accompanied.

The future is indeed the most fluid and fun shopping experience possible. Today, one-third of consumers report being bored on ecommerce sites and two-thirds of them expect a more entertaining time. UX design trends give priority to the experience, to make people dream again, and favor original product visuals, hovering and scrolling effects, 3D, live-shopping, podcasts... Interfaces are enriched by chatbots whose conversations are significantly improved thanks to AI tools: more natural language, vocabulary more consistent with customer discourse.

All these developments aim to avoid the vagaries of standardization and are part of a more generous approach, leaving more room for the human element. In a social context where individuals are looking for meaning and connection, businesses must be more accessible by multiplying the means of contact, by playing the transparency card, by sharing their values, by involving their customers in solidarity actions... An essential attitude to foster a climate of trust conducive to fidelity.

46%

of consumers worldwide said they have used online commerce to buy products.

35%

of consumers say they have used AI tools to help them shop online.⁸

88%

of consumers expect brands to have a richer, more emotional relationship.⁹

⁸ WT – Future Shopper report 2022

⁹ Pii/TLC Marketing Worldwide Study - 2020

Merchants' opinions

Just4camper (France)

“

“Does growth hacking mean anything to you? For us, yes. We have implemented many new features to streamline the customer journey and improve the conversion tunnel such as the integration of a PSP, wallets, a chatbot, etc.”

Gwenaëlle Labbé, E-Commerce Manager

Paco (Italy)

“



“Online sales will continue to grow, but even more so for brands that manage to deliver a seamless experience.”

Silvia Bosio, CEO

Tessiland (Italy)

A historic knitwear manufacturer since 1968, Tessiland asserts its Made in Italy status. The multilingual online shop has been selling a wide range of yarns and accessories for crochet and knitting since 2015.

“



“After focusing our efforts on product, quality, regularity of assortment and supply, the real challenge for our company is undoubtedly the improvement of UX. In our case, it is fundamental to offer a beautiful, attractive, fast, functional and more efficient site thanks to AI.”

Giovanni Mustone, Marketing & Business Manager

International- ization

Exporting represents a real growth lever for commerce sites, it is an almost timeless trend! The cross-border ecommerce market is already worth more than \$2 trillion and accounts for approximately 38% of sales. (Juniper Research - Cross-border eCommerce: Emerging Opportunities, Future Challenges & Market Forecasts 2022–2026). To start with internationalization, the market place is most often the most attractive solution. These platforms make it possible to test the responsiveness of the target market to the brand and to the products at a lower cost. In Europe, EBay, AliExpress, and Amazon are the leading cross-border marketplaces.

An obvious and more accessible growth driver than ever before

However, once the export viability of the project has been validated, the deployment of its own ecommerce site abroad represents the most sustainable solution. An online store is, indeed, the best asset to develop the visibility of the brand, but, even more, to invest in the customer relationship provided that we are attentive to lifestyles and consumption, tastes and uses, rules of communication and expressions...

Because within the European Union itself, practices differ. When it comes to payments, the choice is strategic. The module must be able to manage multiple currencies in a single interface and offer customers access to their preferred means of payment including, in some cases, local solutions. Logistics is also an important criterion whether in terms of packaging, shipping, or return management, which are also assessed differently from one country to another. The choice of partner is therefore decisive to not miss any conversion.

Another major element, the adaptation of the site to the local market is essential to win over new customers and benefit from a relevant natural referencing. Indeed, it is not only a question of translating, but of creating specific content for each target country, including a lexical field that corresponds to the requests of Internet users. Language is a key factor, especially in a B2C market.

Finally, to deploy an effective commercial strategy on foreign markets and multiply business opportunities, it is necessary to have a powerful ecommerce platform, adapted to internationalization, allowing multilanguage and multicurrency management, a flexible and borderless solution...

+25%

is the expected growth for cross-border B2C ecommerce until 2030.

+\$888 billion

weight of the cross-border B2C market in 2020.

+\$5.5 trillion

expected in 2030.¹⁰

¹⁰ Grand View Research – Global Cross-border B2C e-commerce Market 2022-2030

Merchants' opinions

Just4camper (France)

“

“Just4Camper has a presence in France, Germany, and Spain. We have to deal with very different levels of maturity and behaviors in terms of communication, payments and device usage, for example:

- *Spaniards mainly surf on their phones and love WhatsApp,*
- *Germans are not fond of automation and ask for very rigorous and complete product sheets. They are also very sensitive to the choices of the carriers used.*
- *French people appreciate being able to reach advisors quickly by phone or chat.”*

Gwenaëlle Labbé, E-Commerce Manager

Paco Pet Shop (Italy)

“



“In Italy, you have to take into account higher shipping costs than in other countries and delays that are often longer.”

Silvia Bosio, CEO

Tessiland (Italy)

“



“The Tessiland merchant site was created in 2015 and became the leader in its sector in 2018. As a player in a niche market, our goal is internationalization. A project held back by the pandemic, but which we want to resume as soon as possible with the opening of the first Tessiland hub in the United States”

Giovanni Mustone, Marketing & Business Manager

5 Trends to Watch



Re-commerce

In 2023, second hand has definitely become a sustainable trend. Spending less, buying more, making money, fighting against waste... all these invectives have convinced all consumers.

With annual growth forecasts of 15 to 20%, many brands have joined the historical players, eBay, Leboncoin, Wallapop, Subito or Vinted and have opened physical or virtual corners: Fnac, Zalando, C&A (oC&Az), La Redoute (La Reboucle), Décathlon, Zara (Pre-Owned). Some merchant sites also try their luck in target or niche markets, such as Beebs, Family Affair or Biicou in France for babies.

85%

of Europeans are seduced by second hand goods.

86 billion €

An estimated market of 86 billion euros.

7/10

people buy second-hand clothes.

1/5

people have already sold their phone.¹¹

¹¹ Tripartite Study 2022



Eco-friendly trade and green shipping

Since the health crisis, a large majority of consumers say they are more attentive to their environmental impact and prefer local production, short routes, organic products, sustainable agriculture, or fair trade. According to Nielsen, Millennials and Generation Z are the most sensitive to eco-friendly consumption, even if it means paying more.

These environmental concerns also apply to shipping. If cost and speed were the two dominant criteria, its eco-responsible dimension also proves to have an impact on consumers' purchasing decisions. Transport players, especially those in the last mile, are trying to respond with electric fleets, lighter vehicles and cargo bikes in urban areas. However, the main field of action mainly concerns packaging.

Therefore, merchants are invited to reduce the weight and volume of cartons, to favor recyclable or reused materials and, finally, to reuse packaging resulting from customer returns. Optimizations that reduce transportation costs, which are often billed by weight-volume, and that will have a positive impact on consumers, provided they make it known.

Finally, some businesses choose to offset their CO2 emissions by funding NGOs committed to the climate, solidarity, or reforestation projects (Graine de vie, EcoTree). All these commitments feed into communication strategies that abandon storytelling in favor of storyproving, a discourse informed by evidence and concrete actions.

64%

of respondents say they are more environmentally conscious, 59% want to buy local and 40% are willing to pay more for sustainable products.¹²

68%

of global consumers said they want retailers and brands to offer better environmental practices.

52%

of European shoppers are looking for products packaged in eco-friendly packaging.¹³

8%

of European consumers are ready to cancel their order if green, i.e. carbon-neutral, delivery is not available.¹⁴

¹² EY Future Consumer Index 2020)

¹³ ProCarton European Study

¹⁴ Sendcloud Study 2022



Merchants' opinions

Kanata (France)

Ecommerce site specializing in the import of quality Canadian and American products. In 2022, the company was awarded the B Corp label, recognizing its commitments in social, societal and environmental matters.

“

“Today, consumers are clearly part of an eco-responsible consumption trend. They are more concerned about their environmental impact. And ecommerce can answer that.”

Laure-Anne Guenego, CEO

Six things merchants are doing to make ecommerce greener

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Influencers and UGC

Since the advent of social media, brands have become aware of the importance of consumer-generated content. Thus, the C2C or consumer to consumer is now developing alongside the B2C, business to consumer, installing user generated content (UGC) and influencers as the new brand ambassadors.

Whether they are macro-influencers (more than 100,000 subscribers), nano-influencers (less than 10,000) or genuine influencers (contraction of genuine/authentic and influencer), all contribute to impacting the purchasing decisions of Internet users who are always more numerous to follow them. A state of affairs that encourages businesses to identify these personalities with strong media power or passion for their subject and to integrate them into their marketing strategy to make their brand shine.

UGC for its part is spontaneous content created by a consumer, which makes it even more credible in the eyes of their peers. It can be a review, an article or a video. This content is a great way for businesses to better understand their users. Others set up a real monitoring system, social media monitoring, in order to identify the content relevant to the brand and invest in their dissemination.

1%

Social networks and influencers gain another 1% in the role of prescriber, behind family and friends far ahead of sellers, colleagues, and even journalists.

30%

of consumers would buy a product recommended by their favorite influencer.

92%

Nano-influencers are considered up to 92% more credible.¹⁵

¹⁵ *The role of influencers in the consumer decision-making process - 2019*

Lamparas.es (Spain)

Online store dedicated to the sale of lamps and decoration.

“



“For 2023, we plan to improve our customer service, shopping experience, and social media shares to consolidate our growth and deliver new and valuable content to our customers, both individuals and industry professionals.”

Carlos Sánchez Rodrigo - Ecommerce Manager

Subscriptions

Ecommerce promotes the emergence of innovative offers to seduce an increasingly demanding clientele, in search of new experiences. Among the major trends, subscriptions are growing strongly. Global Subscription Commerce Market Expected to Reach \$478.2 Billion by 2025 (UnivDatos Market Insights 2020)

If the first versions of subscriptions were mainly for consumables, products consumed regularly, such as tea or coffee, printer cartridges, laundry...the model has quickly expanded under the influence of streaming and music sites.

Indeed, many merchants are seduced by this virtuous model of customer retention and recurring turnover. This is particularly the case in food (delicatessen, wines, diet, fresh products...) or fashion. More and more brands are offering their customers a personalized selection of products in the form of a box. On the services side, subscription offers to online sports or e-learning platforms have become very common.

57%

of global consumers said they have a subscription, up from 44% in 2021.

22%

The highest percentage of consumers have only one subscription (22%), while 2% reported having more than seven.



Merchants' opinions

Bledina (France)

Brand specialized in baby food from 6 to 24 months.

“

“The turnkey boxes offer 6 days of complete meals with breakfasts, lunches, snacks and dinners included, to be received at home, on vacation or at grandma and grandpa’s! An offer adapted to each age from 6 months that has seduced customers. They represent 7% of the site’s traffic and have an excellent bounce rate from our activation campaigns (13%).”

Justine Diochon, ecommerce manager

Bonjour Maurice (Belgium)

Disruptive brand offering a range of playful and reversible clothing for children, sold individually and by box.

“



“For a long time, we felt we had a promising but incomplete product. The box was a real revelation. We hesitated a lot about the price, which is 219€, so an expensive product. But after testing several formats, we have found success. It is also a real economic lever for the business. The box optimizes the cost of acquisition and loyalty. With 7 products from the same brand in its wardrobe, the retention rate is quickly beneficial.”

Céline Lejeune, co-founder of Bonjour Maurice



Direct to consumer

Initiated by the DNVB who wished to address the consumer without intermediary, the D2C or DTC (for direct to consumer) has largely benefited from the health crisis and its containment measures. Faced with the closure of their distributors, brands have invested heavily in digital. A successful strategy for most who decided to continue the adventure.

Procter & Gamble, the second largest consumer goods company in the world (Pampers, Ariel, Always, Gillette, Oral B...) saw its online sales increase by nearly 50%, to represent up to 15% of its total turnover. Nike is also often cited as an example with 35% of its sales made in D2C in 2021. Finally, in 2022 Levi Strauss & Co. announced an increase in its D2C revenue of 16% compared to 2021.

In addition to being able to present the completeness of its offer, targeted promotions or previews, D2C makes it possible to give its customers an immersive experience, to share its values and commitments, to develop a real close relationship, and even to co-construct the products.

46%

of brands surveyed indicated that launching or accelerating their D2C strategy is one of their priority projects.

82%

of them say that launching their own online sales site is the best way for a brand to succeed in its ecommerce strategy.¹⁶

¹⁶ KPMG and FEVAD study
– Brands in the era of
ecommerce

Merchants' opinions

Carambar & Co (France)

Created in 2017, Carambar & Co brings together 14 legendary and heritage brands including Carambar, Malabar, Krema, Lutti and La Pie qui chante. The businesses began digitizing in 2020.

“



“This is a demanding choice that requires generating qualified traffic, offering a relevant, even exclusive, product offer that is different from traditional circuits, and above all paying attention to the customer experience even in the delivery conditions.”

Alice Mangeot, e-commerce Manager Carambar & Co.

Les 2 Marmottes (France)

Brand of infusions and teas created by a couple of herbalists inspired by plants, historically sold in delicatessens, then mass distributed from 2010 and online since 2017.

“

“This is a real change for the company, which until 2017 had developed through an indirect distribution mode, without having direct access to its end customers.”

Julien Schweickardt, Chief Digital Officer Les 2 Marmottes



Conclusion

All these trends, driven by technological advances, demonstrate above all the need to re-enchant the act of purchasing and rethink the way of interacting with its customers. Buying should be an experience, not a goal.

An experience at the center of attention of a resolutely omnichannel business whose channels are constantly inspired. Thus, physical points of sale are becoming digitalized while online stores are developing tools that bring the customer closer and closer to the real experience (live shopping, 3D, augmented reality...)

A personalized experience that places data at the heart of marketing strategies, and creative, integrating new uses, rental, second-hand or subscription.

A satisfying experience, because it is responsible, fostered by committed brands that share their values and actions with their customers.

A notion that is well understood by the luxury world, which is constantly striving to create strong and original brand experiences. At stake: emotions, the key to customer recognition and loyalty.





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