

Welche Rolle wird DTC zukünftig in unserer Branche spielen?



DTC vs. Total Retail for Technical Consumer Goods

Gap between the relevance of the reasons to buy directly at the manufacturer vs buying at retail stores in total



More important

- 1 After sales support
- 2 Knowledgeable staff
- 3 Detailed product information



Less important

- 1 Promotions / prices
- 2 Convenience
- 3 Pay over time

After sales support – reading example:

This criterion is important to double the share of consumers buying at DTC compared to total retail – hence it reveals the biggest difference (in %) between DTC and retail total.