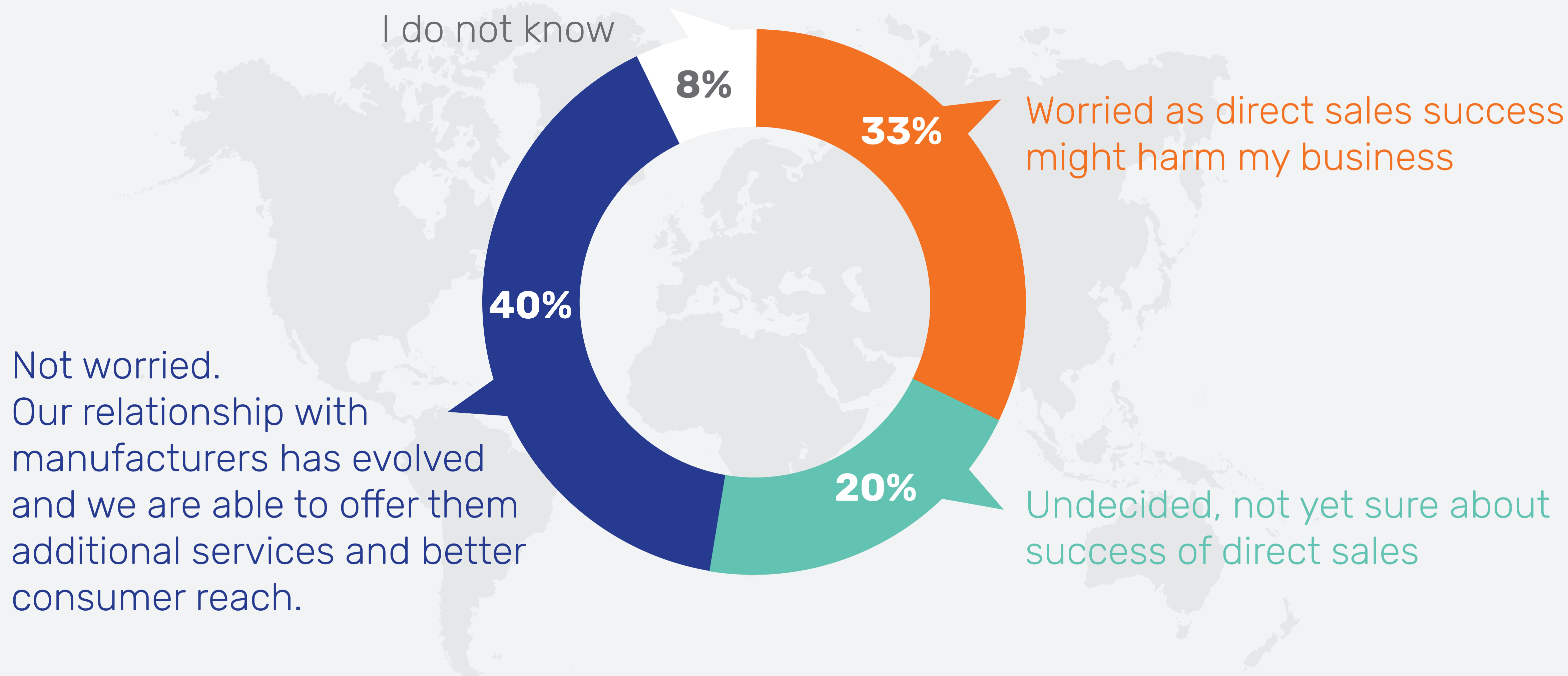


Retailer views on direct-to-consumer sales: Global



Source: R3 and GfK Retail (R)evolution. In recent years, more manufacturers have started exploring opportunities for direct sales. How do you feel about them...? Base total 796 retailers.