The Direct-to-Consumer Brand Value Index

DTC Brands Forge an Emotional Connection with Consumers.

From Boomers to Gen Z, all appreciate the convenience, simplicity, and personalization. Millennials & Gen Z connect with DTC brands' values: sustainability, social responsibility and community.

What They Like Most



GEN X Personalization

MILLENNIALS

Authenticity Fun Personalization Community





Fun Community Strong Brand Identity Company's Values

Millennials are

the most frequent DTC buyers.



brands sometimes or always. Nearly half (49%)

purchase DTC

purchase DTC brands via a subscription service.



dedicated DTC shoppers.

12%

purchase from DTC brands all the time!

of Gen Z say they

9% of Millennials 6% of Gen X

3% of Boomers

BRANDS ARE...

TO GEN Z DTC

More authentic than

48%

More innovative

22%

Fun.

DTC BRANDS ARE...

TO MILLENNIALS

More trustworthy.

43%

High on value.

40% More connected

TO GEN X DTC

BRANDS ARE...

Convenient.

40%

Personalized to me.

BRANDS ARE...

TO BOOMERS DTC

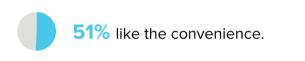
Convenient. 12%

What They're Buying



36% across all age groups buy Personal Care DTC products.

PERSONAL CARE RULES





30% like quality materials.



Gen Z 51%

58%



Millennials



Boomers

31%

45% Gen X



Gen Z likes **DTC** Fashion. They buy...

38% Underwear 33% Footwear

48% Clothing

Millennials buy the most food/ beverage/nutrition. 44% Accessories 39% Millennials

31% Gen X 22% Boomers

38% Gen Z

How They Find Brands They Love

FACEBOOK LESS IMPORTANT WAY TO DISCOVER NEW DTC BRANDS THE YOUNGER YOU ARE

Gen X Millennials



37% 40%

22%

48%

Gen Z

31%

Boomers

A seamless Omni channel shopping experience is extremely important.

Instagram

Boomers

Millennials **37**%

WHAT DO THEY WANT NEXT? VR Shopping!

Gen Z



FRIENDS OR

FAMILY

43%

Gen X

Gen Z 31%

27%

41%

Gen X 18% Boomers

Methodology A 32-question online quantitative survey was issued to members of the Smiley360 community from August 23 - September 6, 2019.

10,846 respondents completed the survey.

About Social Media Link Social Media Link (SML) powers online communities to turn real customers into brand evangelists by delivering personalized experiences at scale. Hundreds of brands have partnered with SML to activate millions of consumers to drive customer acquisition, long-term loyalty, and 5-10x ROI. Founded in 2009 in New York City, Social Media Link works with leading brands including Unilever, P&G, Pfizer, Seventh Generation and Johnson & Johnson. For more information, please visit our website or connect with us on Twitter.

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