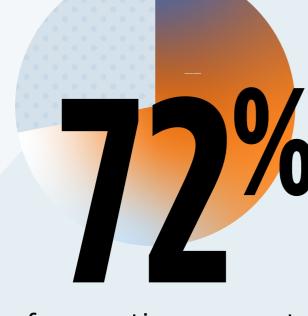
DTC SUPPLY CHAIN REPORT 7075

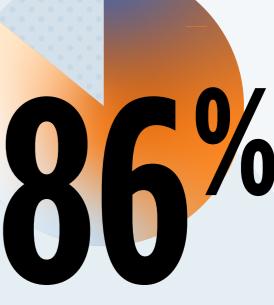
Market Evolution, Challenges & Strategic Technology Investments

MARKET GROWTH STABILIZATION



of executives report DTC sales volume increased

project DTC growth of 10-25% over next 12 months

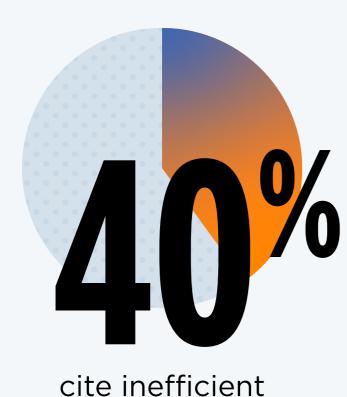


of companies still derive 50% or less revenue from DTC

KEY INSIGHT

The market has evolved from explosive growth to more predictable, sustainable patterns in the 10-25% range, indicating maturation and massive untapped potential.

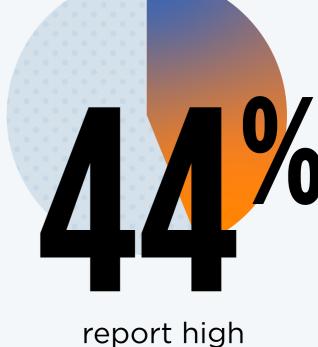
CRITICAL OPERATIONAL CHALLENGES



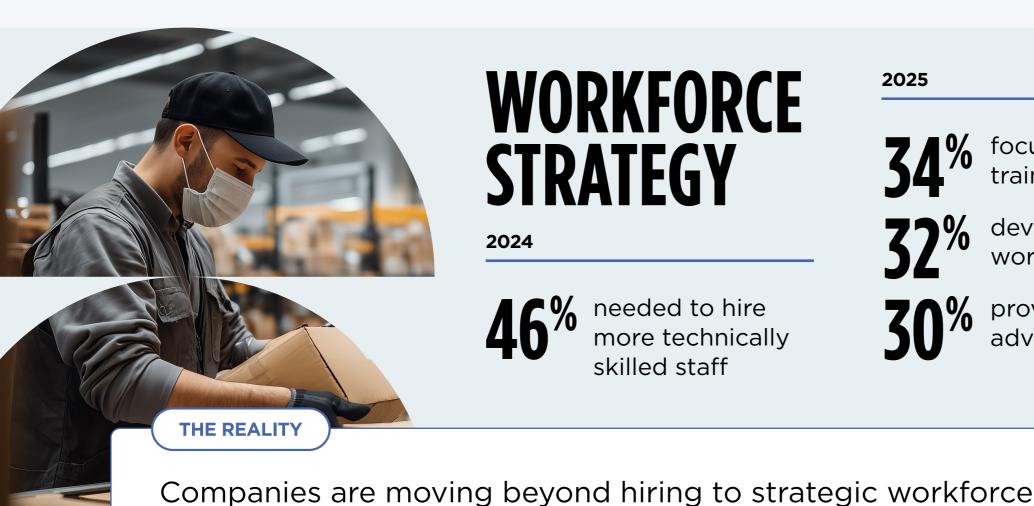
inventory management as primary challenge

struggle with

managing high operational costs



maintenance costs with legacy technology



WORKFORCE **STRATEGY** 2024

needed to hire more technically skilled staff

2025

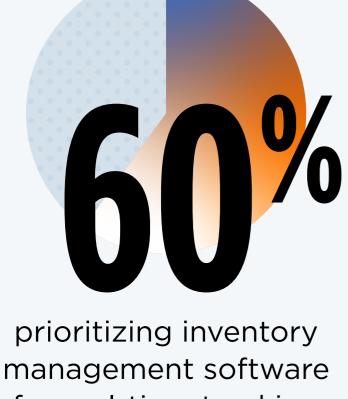
focus on crosstraining initiatives

developing new workforce skills

providing career advancement

development, while legacy systems create mounting maintenance costs and operational inefficiencies.

STRATEGIC TECHNOLOGY INVESTMENT SURGE



for real-time tracking

2024

investing in advanced order management systems

Basic

Systems

48%

upgrading to advanced warehouse

management systems

Advanced

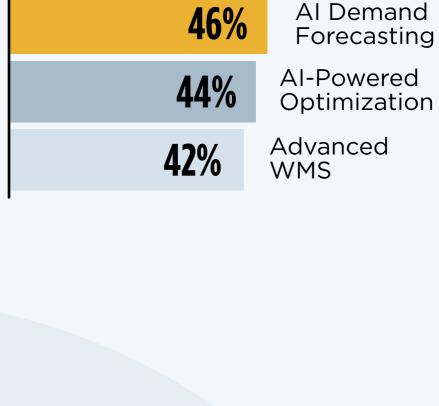
OMS





2025

TECH



48%

investing in technology to streamline sourcing/logistics costs

STRATEGIC SHIFT

investing in automation/AI tools for inventory strategies

implementing just-in-time inventory practices

efficient operations that can adapt to economic volatility.

BOTTOM LINE

Rather than simple cost-cutting, companies are making strategic

technology investments in WMS and OMS solutions to build resilient,

Supply chain leaders are recognizing that advanced WMS and OMS technology isn't just a nice-to-have—it's the strategic foundation for capturing the massive DTC growth opportunity while solving critical operational challenges and building resilient, cost-effective operations.

ABOUT DEPOSCO Deposco's Al-powered supply chain platform maps out your success, accelerates execution, and navigates your growth journey, driving unparalleled

efficiency and cost savings. To learn more about how Deposco

can support your warehouse

evolution, visit deposco.com.

