



WHITE PAPER

10 Key Trends Shaping Livestream E-Commerce in 2023

bambuser

 **CORESIGHT
RESEARCH**

Livestream shopping will continue connecting retailers to customers through 2023, creating considerable opportunities for companies across the retail space.

The channel is particularly relevant to Gen Z, who prioritize convenience more than older generations. We explore 10 key trends shaping livestreaming e-commerce in 2023 and beyond.

Current Use of Live Shopping

2023 will see the livestreaming e-commerce market grow to an estimated \$32 billion. We also expect the livestreaming e-commerce's share of the total e-commerce market to grow rapidly, accounting for more than 5% of total e-commerce sales by 2026.

Coresight Research Analysis

- As retail companies are increasingly rethinking the role of shoppable livestreams in their overall business strategy, they will use emerging retail tech and a variety of livestreaming formats to meet consumer demand and deliver personalized experiences.
- Brands and retailers with successful livestreaming campaigns understand the importance of consistently scheduling streams and meeting consumer demand for interactive livestreams, discounts and giveaways.
- While various retail verticals have adopted livestreaming, educational content and transparent information remain key strategies to maintain loyal customers for companies across the retail space.
- Marketers are looking to capture customer testimonials and partner with industry experts and knowledgeable influencers to provide consumers with authentic and informed content.

What We Think

We expect livestreaming engagement will continue to grow through 2023 as retail companies compete for a share of shoppers' wallets by creating connections and building trust via livestreams. As the livestream channel continues to expand into new sectors, such as home improvement and grocery, informative content and creative collaboration will be key in growing and maintaining an audience.



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Introduction

In Western markets, livestreaming e-commerce adoption has accelerated over the past two years, indicating a shift in the way consumers engage with brands and retailers. Coresight Research has identified **livestreaming and social commerce** as **key trends to watch in retail** and component trends of Coresight Research's **RESET framework for change**. That framework provides retailers with a model to respond to short-term consumer needs while securing longer-term success (see the appendix of this report for more details).

This report explores 10 key trends shaping livestreaming e-commerce and explores market opportunities across four categories:

01. Beauty, grooming, personal care and fragrance
02. Apparel, footwear, jewelry and accessories
03. Home furnishing, appliances and electronics
04. Food, packaged goods and supplements

We analyze retail companies' investments and consumers' expectations in the livestreaming space, leveraging findings from three Coresight Research surveys conducted within the last seven months, including US consumer surveys and a business-to-business (B2B) survey of brands, retailers and manufacturers in North America and Western Europe that use livestreaming (see the methodology at the end of this report for more details).

This Custom Report is sponsored by **Bambuser**, a software-as-a-service (SaaS) company that provides live-video shopping solutions. Bambuser is based in Stockholm, Sweden, and has a global office network. The company provides two live shopping solutions: One-to-Many and One-to-One. One-to-Many empowers brands to communicate with an endless audience of customers via hyper-engaging shoppable livestreams or pre-recorded video. One-to-One is a personalized live shopping solution that enables brands to invite customers into spontaneous or scheduled two-way, shoppable video calls.



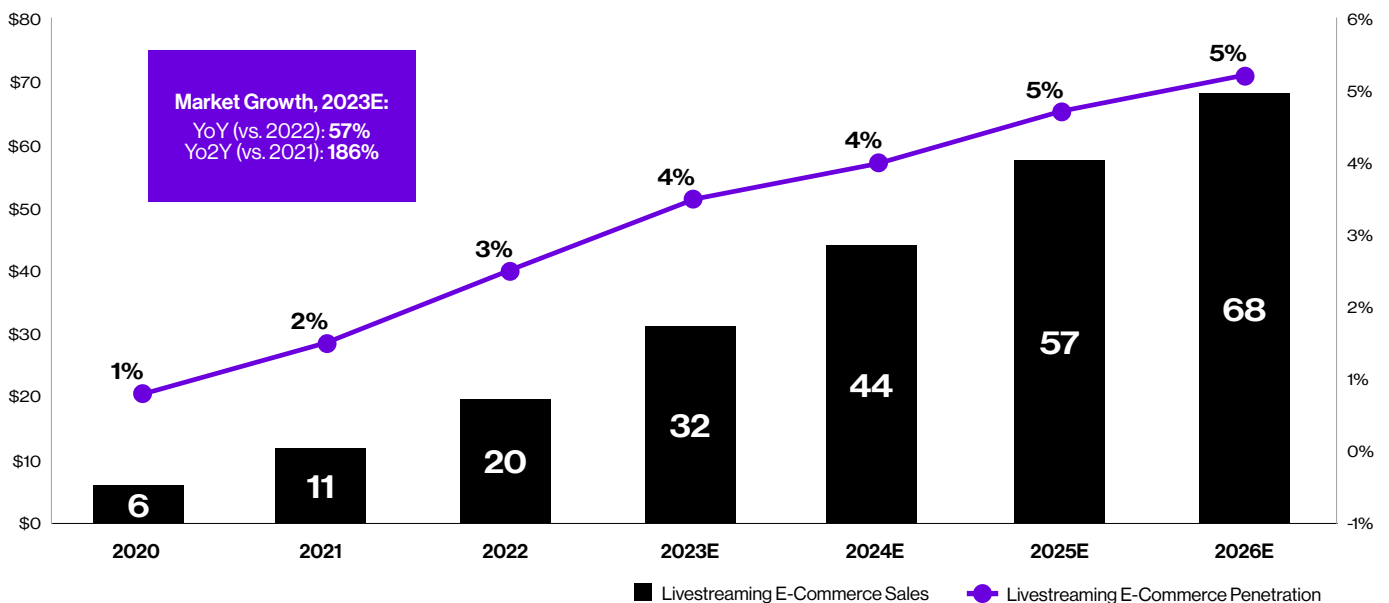
Market Scale and Opportunity

Livestreaming e-commerce – also known as live-video commerce or live shopping – is a major phenomenon in China, where the market grew 20X from 2017 to 2019. The channel is still emerging in the West but is gaining traction quickly: we expect the US livestreaming e-commerce market to total \$31.7 billion by the end of 2023, nearly triple its 2021 size, as shown in Figure 1.

- We estimate that livestreaming e-commerce accounted for just under 1.0% of the total e-commerce market in the US in 2020; however, we expect its market share to grow rapidly, accounting for more than 5% of total e-commerce sales by 2026.
- By comparison, in China, where the market is more established, livestreaming e-commerce will account for 17% of total online sales by 2026. More than two-thirds of China’s Internet users, which total some 703 million, are active livestream viewers as of 2021, according to the China Internet Network Information Center (CNNIC).
- In our June 2022 B2B survey, nearly half of surveyed companies (46%) currently using livestream shopping in the apparel, consumer electronics and general merchandise sectors reported revenue generation as a primary benefit of livestreaming e-commerce.

”Livestreaming e-commerce is set to become a **\$32 million wave of change**, and businesses need to ready themselves now.”

Figure 1.
US Livestreaming E-Commerce Market Size (Left Axis; USD Bil.) and Penetration (Right Axis; % of Total E-Commerce Sales)



Source: Coresight Research

10 Key Trends Shaping Live-streaming E-Commerce in 2023

Coresight Research x Bambuser Analysis

Retail companies are increasingly recognizing the revenue-generating potential of livestreaming e-commerce, with Western marketers across retail verticals strategically tailoring their livestream shopping campaigns to meet their targeted audience through customized approaches. For instance, beauty companies often use WhatsApp for one-to-one consultations, while home-improvement companies leverage industry experts to provide educational value during One-to-Many sessions.

We categorize the 10 trends shaping livestreaming e-commerce in 2023 into four broad recommendations for brands and retailers: utilize emerging technology, promote livestreaming programs, transform content to what consumers desire and partner with talent to expand online communities. We present the trends in Figure 2 and explore each in detail below.

Figure 2.
Achieving Success in Livestreaming E-Commerce in 2023: Four Recommendations, 10 Trends

01. Companies will use multiple platforms to reach more viewers

02. Effectively meet target consumers by analyzing user data

03. Livestreaming can support personalization strategies

04. Regular scheduling encourages return viewers

05. Incentives will drive sales

06. Livestream shopping will expand to new retail verticals

07. Livestreams will include more educational content

08. Consumer demand for transparency will increase

09. Authentic conversations will drive organic viewer growth

10. Company livestreams will create new online communities

Utilize Emerging Technology

1. Companies Will Use Multiple Platforms To Reach More Viewers

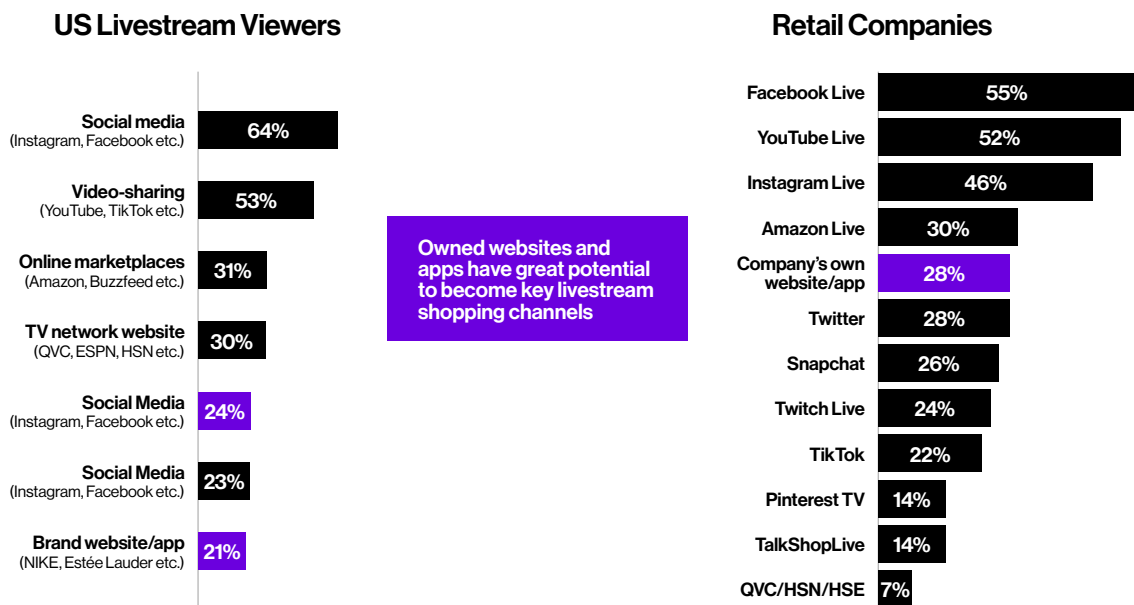
On average, US consumers each use 2.5 platforms to watch livestream shopping events, according to our US consumer survey conducted in December 2022, (Figure 3, left). Retail companies expect to reach these viewers by tapping multiple channels in return: surveyed companies used an average of 3.9 platforms for livestreaming in the 12 months prior to our B2B survey, conducted in June 2022 (Figure 3, below).

Although social media and video-sharing channels dominate the current livestreaming space due to their massive user bases, brands and retailers are beginning to host livestreams on their owned platforms to

strengthen shopper loyalty and collect first-party user data. Per our December 2022 survey, one-quarter of surveyed livestream viewers have watched shoppable livestreams on a retailer’s owned website or app, while 21% have watched via a brand’s websites or app.

”We expect the role of brands and retailers’ websites and apps will grow in the livestreaming space, despite the dominance of social media platforms.”

Figure 3.
US Livestream Viewers: Type of Platforms on Which They Have Watched Shoppable Livestreams in the Past Three Months (% of Respondents; Left); Retail Companies: Platforms Used for Livestreaming (% of Respondents; Right)



Base: 510 US respondents aged 18+ who watched livestreaming in the past three months, surveyed on December 20, 2022 (left); 220 respondents whose organizations currently use livestreaming as a sales or promotional channel, surveyed in June 2022 (right)
Source: Coresight Research

2. Effectively Meet Target Consumers by Analyzing User Data

Our B2B research indicated that almost half (46%) of surveyed companies have collected and analyzed data from livestream shopping events to generate detailed customer insights. User data empower sales and e-commerce teams to spend time engaging with targeted customers and craft the right assortment, advice and personalized customer communications. Specific user behavior data help companies adjust their strategies to more effectively meet their target customers.

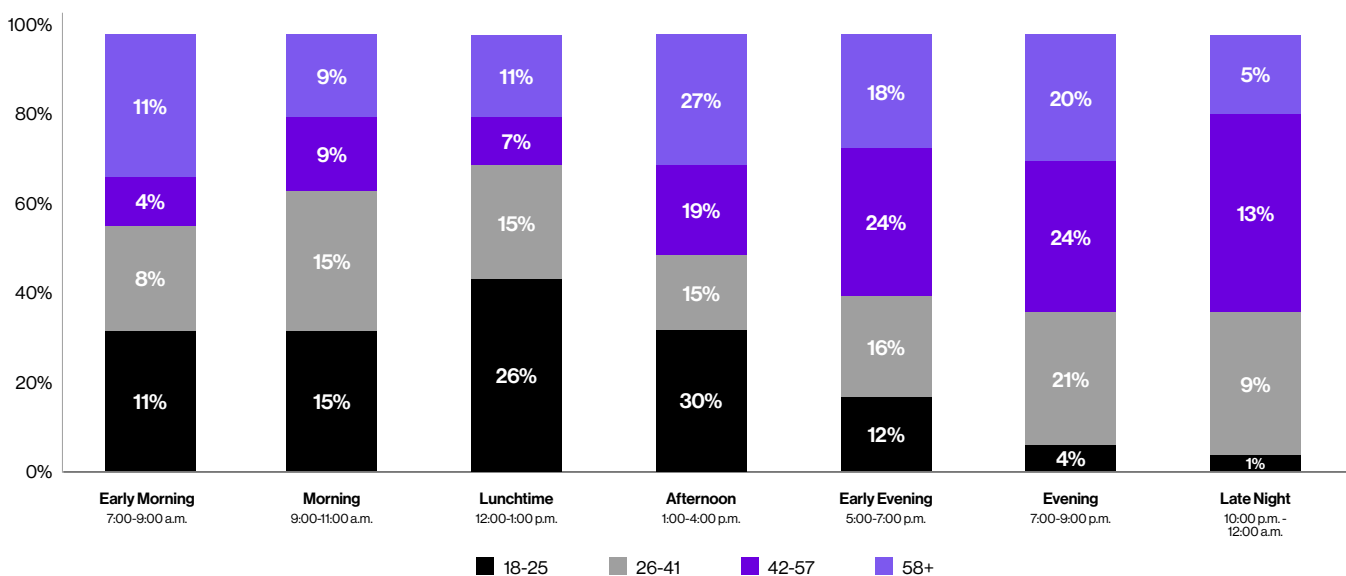
For example, our latest consumer survey found that 20% of US livestream viewers are likely to watch live shopping in the afternoon (between 1:00 p.m. and 4:00 p.m.) – a time slot that is particularly popular with Gen Z (aged 18–25). Meanwhile, millennials (aged 26–41) and Gen X (aged 42–57) prefer to watch shoppable livestreams in

the evening, around 7:00 p.m. to 9:00 p.m. (see Figure 4). Retail companies can use such data to inform the scheduling of their livestreaming programs to capture relevant viewers.

To increase the effectiveness of livestreaming campaigns, brands and retailers should seek to understand nuanced behaviors among different consumer groups (not just differentiated by age) and the categories in which their business operate.

“User data empower sales and e-commerce teams to spend time engaging with customers and craft personalized customer communications in real-time.”

Figure 4.
US Livestream Viewers: Time of Day Most Likely Watching a Shoppable Livestream (% of Respondents)



Younger audiences are more likely to watch livestreams earlier in the day

Base: 510 US respondents aged 18+ who watched livestreaming in the past three months surveyed on December 20, 2022
Source: Coresight Research

3. Livestreaming Can Support Personalization Strategies

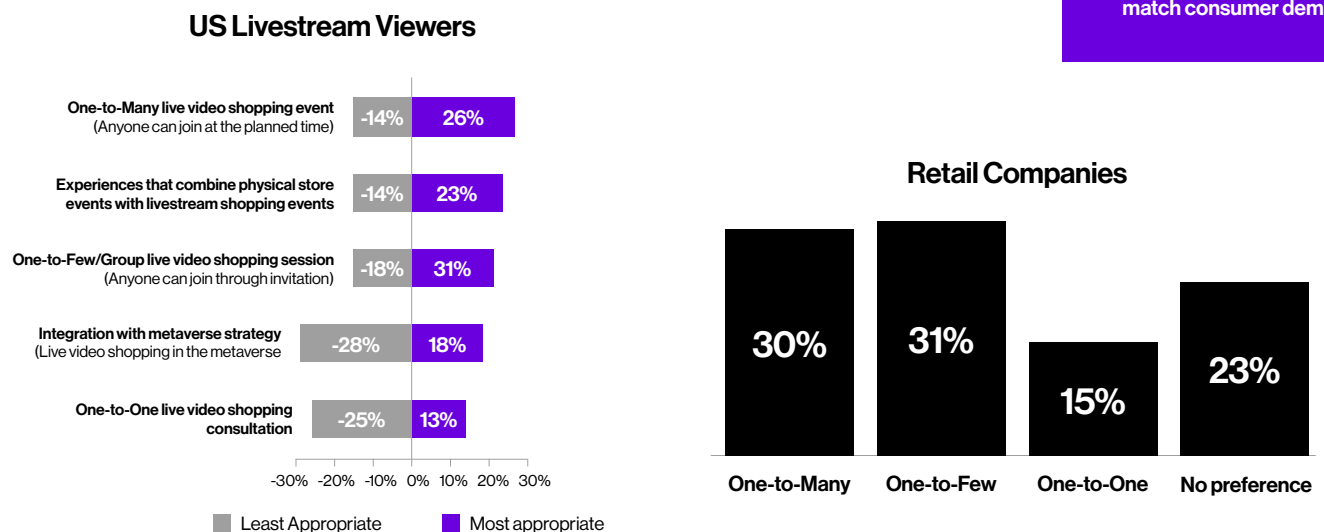
Our analysis reveals that surveyed consumers and retail executives are closely aligned on offering one-to-many livestreaming events: 26% of surveyed companies cited it as the “most appropriate” format for their customers, while three in 10 livestream viewers prefer the one-to-many format for live shopping sessions, underlining the popularity of the format (Figure 5).

However, retail companies are less likely to organize one-to-a-few livestream sessions (cited by 18% of surveyed companies as the “most appropriate” format for their audience), while more than three in 10 (31%) livestream viewers prefer this format, signaling consumers’ appetite for a more personal type of live shopping. Although the one-to-one format was cited as their preferred format by only 15% of livestream viewers, we expect consultation-type live shopping event to grow in popularity as more companies adopt a personalized approach to the channel.

While the one-to-many livestreaming format will continue to be effective for brands and retailers in reaching more consumers, retail companies should begin to explore offering one-to-one or one-to-a-few events to connect with their customers on their specific needs and provide a personalized service, which may improve conversion and brand loyalty.

”Companies should experiment with a range of formats to execute their livestreaming strategy, including one-to-a-few and one-to-one sessions.”

Figure 5. Retail Companies’ Most and Least Appropriate Livestream Shopping Event Formats for Their Customers (% of Respondents; Left); US Livestream Viewers’ Most Preferred Livestreaming Format (% of Respondents; Right)



Companies should offer more live streaming formats that match consumer demand

Respondents were asked to rank the options most and least appropriate for their company's customers (left)

Base: 220 respondents who are currently using livestreaming as a sales or promotional channel, surveyed in June 2022 (left); 506 US respondents aged 18+ who have watched a shoppable livestream, surveyed in September 2022 (right)

Source: Coresight Research

Promote Livestreaming Programs

4. Regular Scheduling Encourages Return Viewers

Early livestream adopters have found that the pace of communication is just as important as the quality of interactions and the information shared with viewers – regular content is essential to growing a loyal customer base. Skilled marketers maintain a regular livestreaming schedule, establishing a daily, weekly or monthly cadence, depending on their intended audience and livestreaming format.

Our proprietary surveys found a critical point on which companies and customers align: two-thirds of all surveyed retail companies hold livestreaming events more than once a week (Figure 6), while more than half of livestream viewers reported that they watch

shoppable livestreams multiple times a week (Figure 7). Regularly scheduled livestreams allow brands and retailers to build a base of repeat viewers by fostering new consumer connections frequently and creating habits.

”Skilled marketers maintain a regular livestreaming schedule, establishing a daily, weekly or monthly cadence, depending on the audience and live-streaming format.”

Figure 6.
Retail Companies' Current Frequency of Livestream Shopping Events* (% of Respondents)

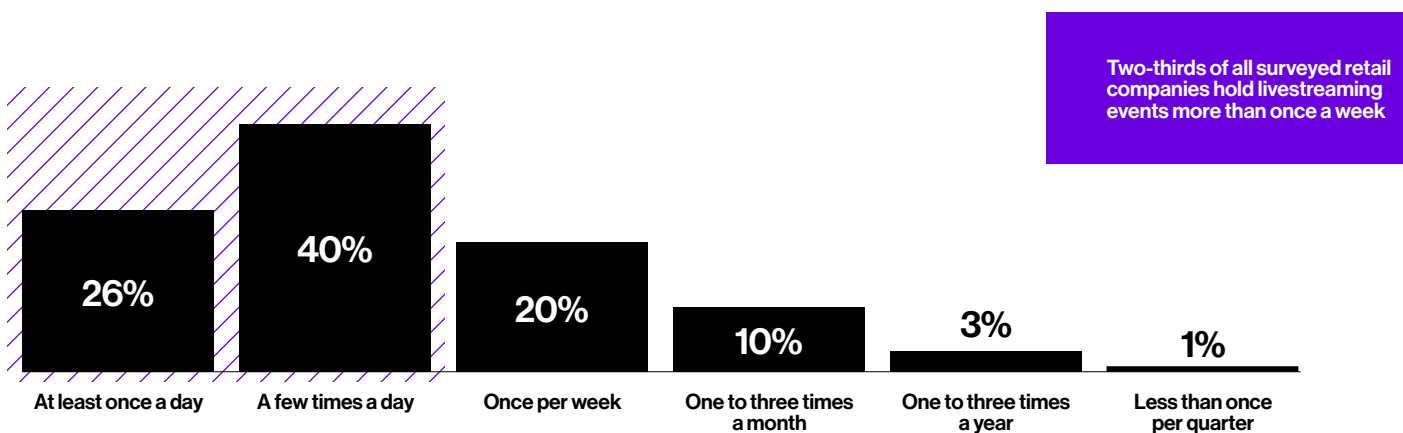
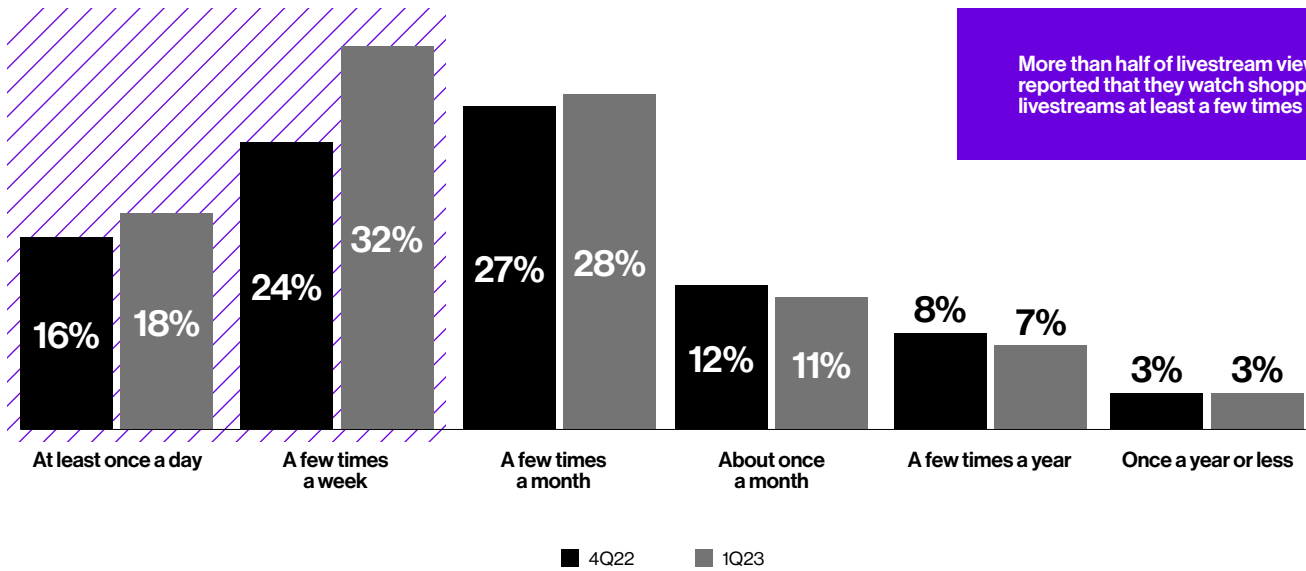


Figure 7.
US Livestream Viewers: The Frequency of Watching Shoppable Livestreams (% of Respondents)



5. Incentives Will Drive Sales

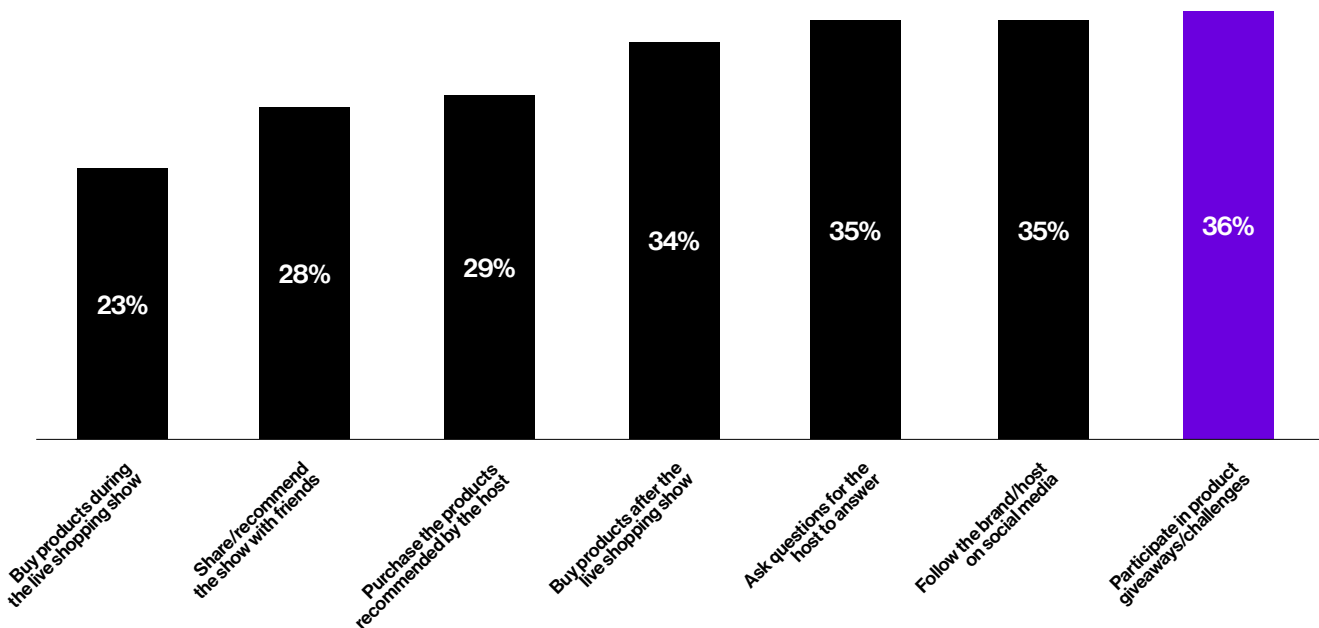
Incentives, including discounts and giveaways, are standard practice in livestreaming campaigns as they attract new audience members by creating urgency. Our data bears out that this practice works: participating in a product giveaway or challenge is the top-ranked reason for watching a livestream, cited by 36% of livestream viewers, signaling strong consumer demand for participation rewards and exclusive benefits (Figure 8).

This result aligns with our B2B research analysis on the influence of five livestreaming setup factors (Figure 12); company respondents ranked incentives as the second-most important factor in creating a successful livestreaming event.

”With sufficient discounts and engaging product-related content, companies are meeting consumer demands for exclusivity and engagement.”

Figure 8.
US Livestream Viewers: Activities They Have Participated During Livestreaming (% of Respondents)

Product giveaways and challenges are the primary reason online viewers participate in a live shopping event



Base: 510 US respondents aged 18+ who watched livestreaming in the past three months surveyed on December 20, 2022
Source: Coresight Research

Transform Content To What Consumers Desire

6. Livestream Shopping Will Expand to New Retail Verticals

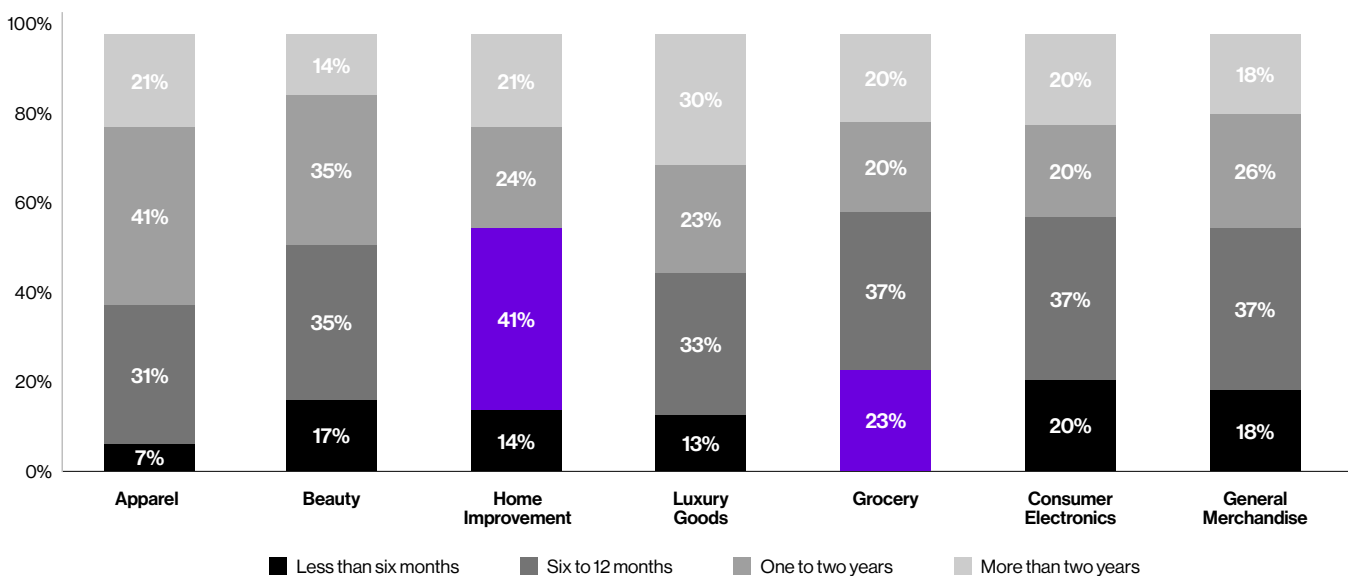
Our B2B and consumer surveys revealed the adoption of livestreaming e-commerce across a broad range of retail sectors. In the past few months, the home-improvement and grocery categories have seen accelerated consumer spending via livestreams, implying that consumers are willing to purchase a wide array of products during livestreams, including higher-value and daily items.

Per our B2B survey, 41% of companies from the home-improvement segment have used the livestream channel in the past six to 12 months, while 23% of surveyed grocery companies have adopted the livestreaming channel in the same period (Figure 9).

“High-priced product category like home improvement is now rapidly expanding to include livestream shopping on their websites.”

Home improvement and grocery are the latest sectors to see a rise in the adoption of livestreaming

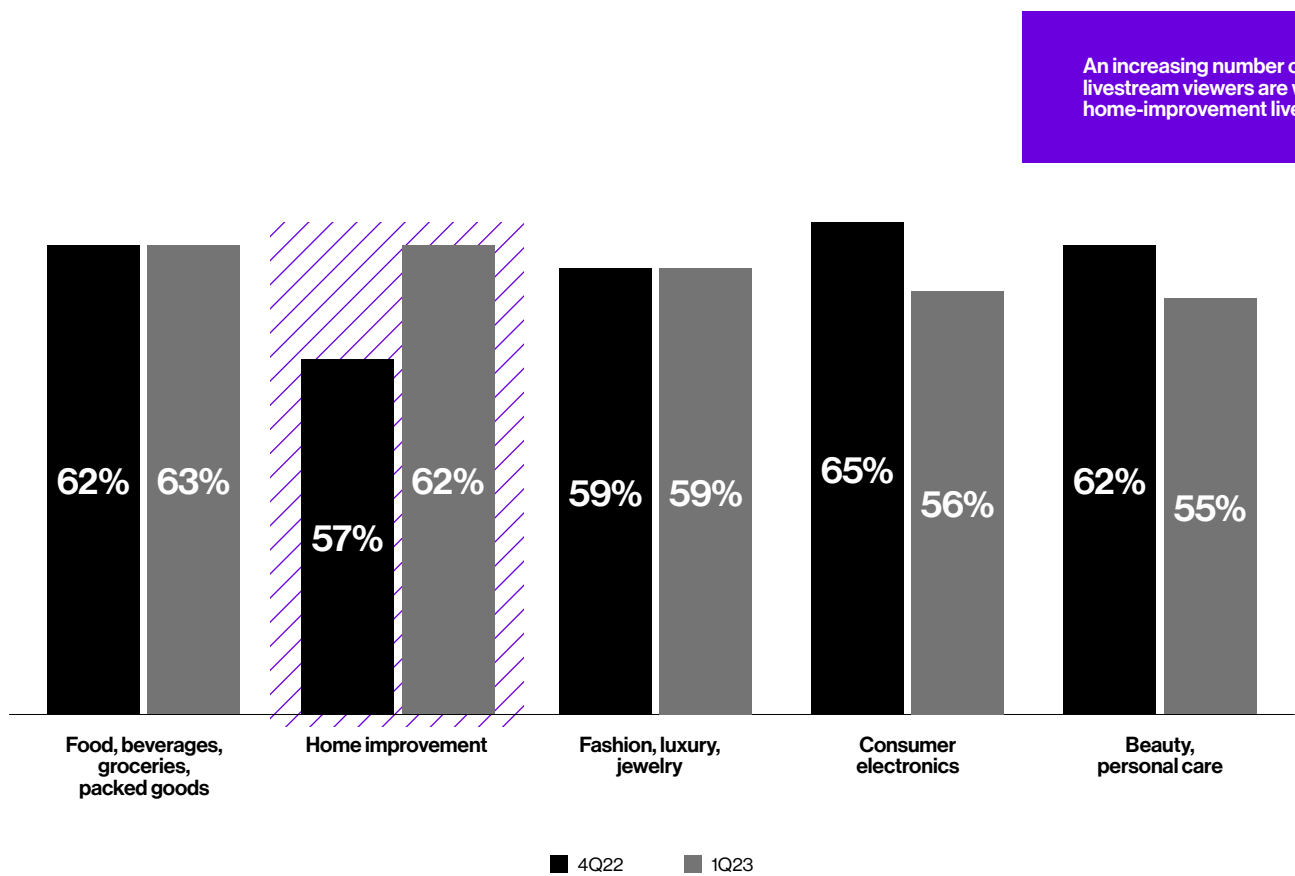
Figure 9.
How Long Companies Have Been Using Livestreaming as a Sales or Promotional Channel (% of Respondents)



Base: 220 respondents who are currently using livestreaming as a sales or promotional channel, surveyed in June 2022
Source: Coresight Research

Meanwhile, by comparing our two consumer surveys, we see five percentage points (PPTs) of growth in the number of livestream viewers who stated they had watched a home-improvement livestream in the three months prior to the survey (Figure 11).

Figure 10.
US Livestream Viewers: Select Product Categories They Have Watched via Livestreaming in the Past Three Months (% of Respondents)



Base: 506 US respondents aged 18+ who watched livestreaming in the past three months, surveyed on September 20, 2022; 510 US respondents aged 18+ who watched livestreaming in the past three months, surveyed on December 20, 2022
Source: Coresight Research

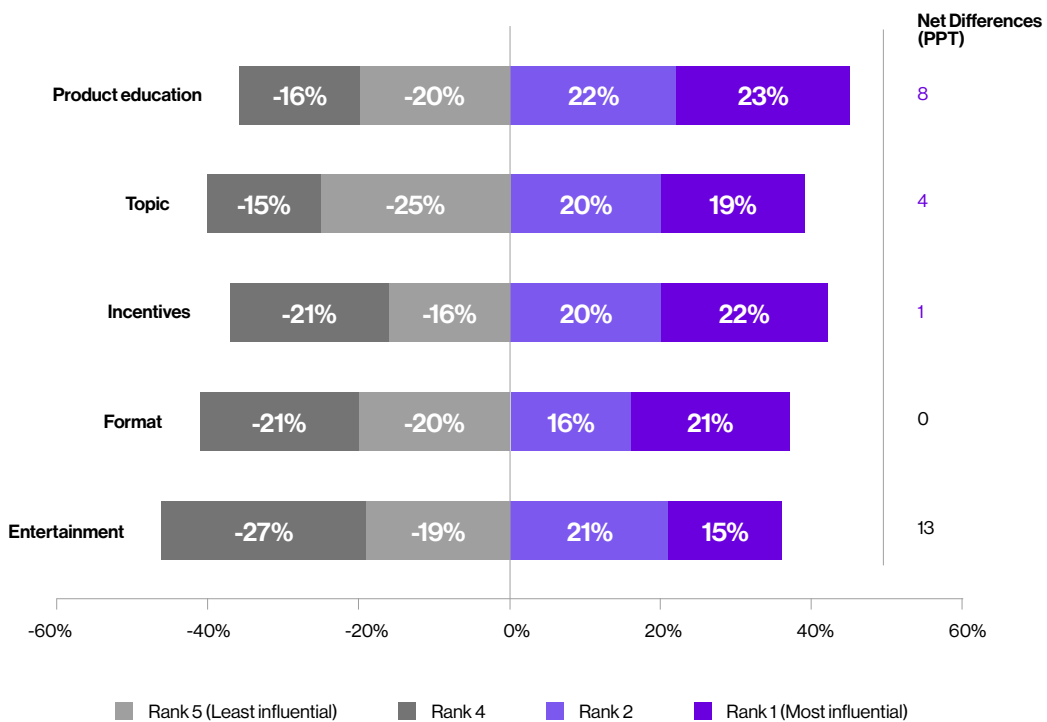
7. Livestreams Will Include More Educational Content

In addition to discounts and incentives, our B2B and consumer surveys discovered that educating viewers while livestreaming is key to boosting online viewership and participation. Of five of the key factors that influence the success of a livestream event – product education, topic, incentives, format and entertainment – product education saw the largest positive difference between the proportion of respondents allocating it Ranks 1 or 2 (highest degrees of influence) and the proportion allocating it Ranks 4 or 5 (lowest degrees of influence), at 8 PPTs (Figure 11).

”Providing informative content is paramount for companies to focus on what matters more – building knowledgeable and trustworthy customer experiences to compete better in the livestreaming world.”

Figure 11.
Degree of Influence of Five Considerations on Companies' Customers During Livestreaming (% of Respondents)

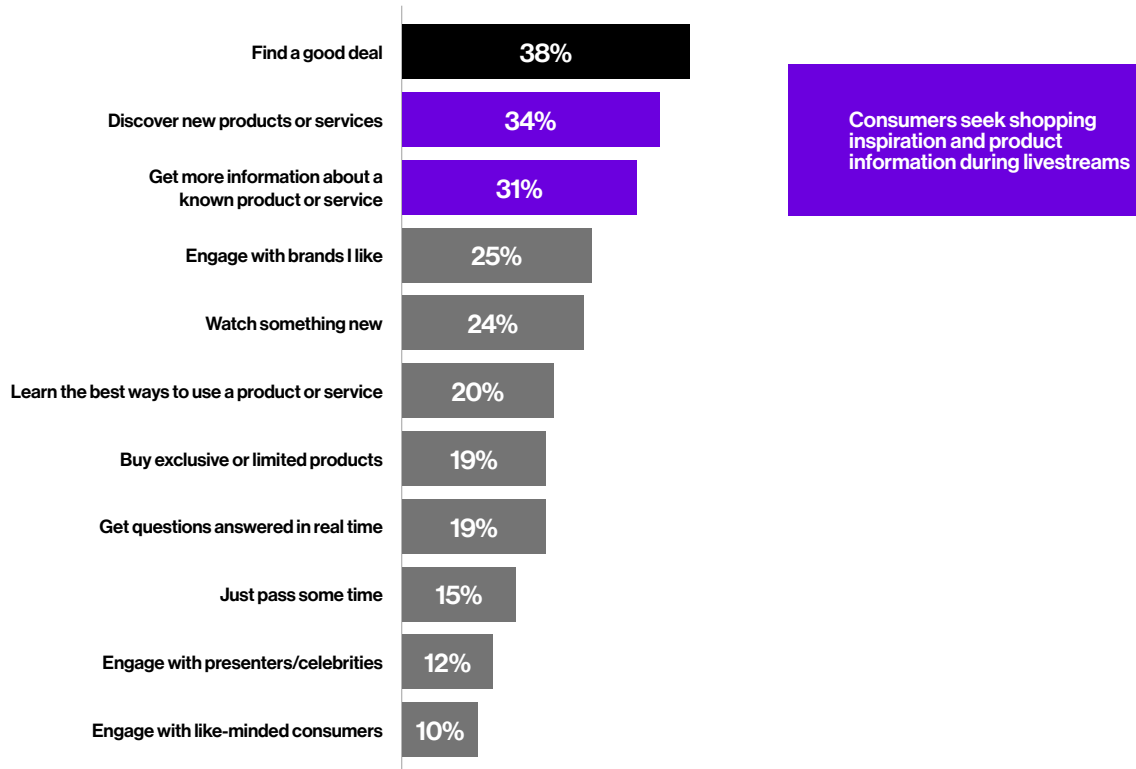
Companies state educational content has the biggest influence on customers during livestreaming



Respondents were asked to rank the options according to the degree of influence they believe it has on their company's customers, from Rank 1 (highest degree of influence) to Rank 5 (lowest degree of influence)
 Base: 220 respondents whose organizations currently use livestreaming as a sales or promotional channel, surveyed in June 2022
 Source: Coresight Research

Companies are giving livestream viewers what they want: discovering new products and getting more product information were among the top three reasons for watching a shoppable livestream, as shown in Figure 12. To meet consumer demand, companies should employ knowledgeable hosts that draw in viewers, engage with the audience organically and, ultimately, inspire them to act, whether that is buying a product or simply embracing a brand's story.

Figure 12.
Livestream Viewers: Reasons for Watching a Shoppable Livestream in the Past Three Months (% of Respondents)



Base: 510 US respondents aged 18+ who watched livestreaming in the past three months, surveyed on December 20, 2022

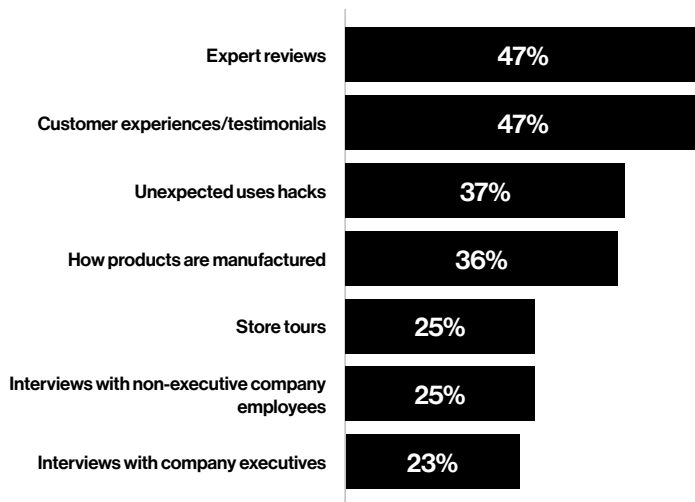
8. Consumer Demand for Transparency Will Increase

Consumers and other stakeholders increasingly demand transparency from retail companies across many areas of operation, from sustainability in manufacturing to inclusivity in staffing. Brands and retailers can use livestreaming to provide this transparency in a personal way, gaining consumer trust and driving sales.

In our latest consumer survey, almost half (47%) of respondents expect to see more industry experts' reviews or customer testimonials during livestreams in the future (Figure 13), allowing them to learn product and brand information from trusted sources. Additionally, nearly two in five livestream viewers expect to see unexpected uses and hacks for using a product, as well as product manufacturing, in future livestreams, indicating that, before purchasing, many consumers want to see just how a product works and how it was created.

"Brands and retailers can use the livestreaming format to provide transparency in a personal way, gaining consumer's trust and driving sales."

Figure 13.
US Livestream Viewers: Livestream Content That They Expect To See in the Future (% of Respondents)



Expert reviews and customer testimonials are just two of the ways to provide the transparency that consumers demand

Base: 510 US respondents aged 18+ who watched livestreaming in the past three months, surveyed on December 20, 2022

Partner With Talent To Expand Online Communities

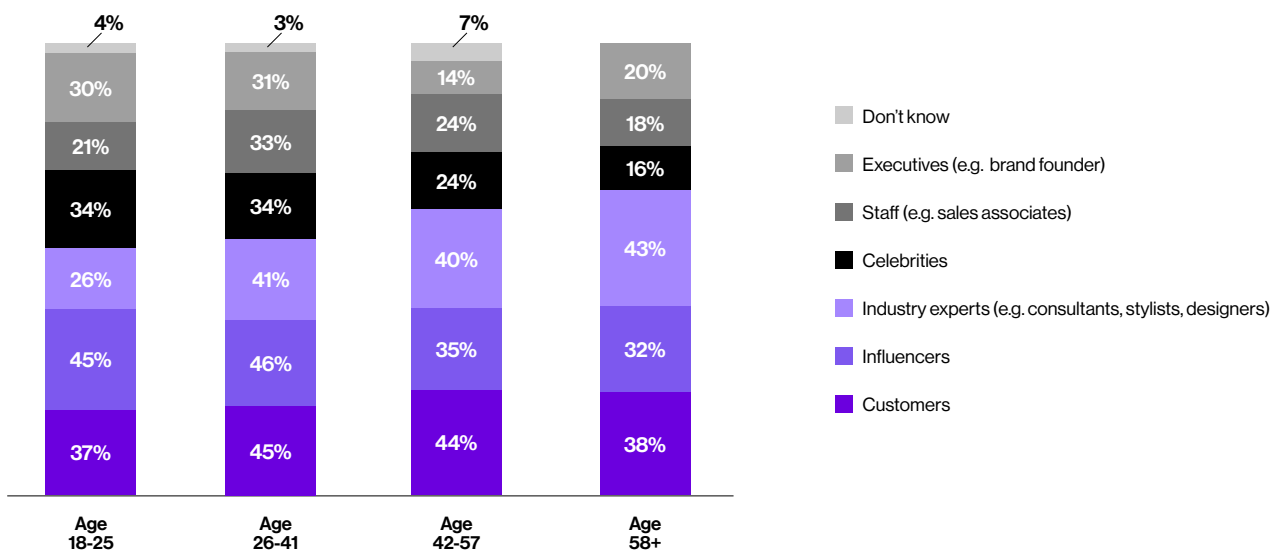
9. Authentic Conversations Will Drive Organic Viewer Growth

While social media influencers and traditional celebrities are effective livestream hosts as they boost viewership by bringing in an established follower base, peer reviews and industry experts can share product and brand expertise, something many viewers prefer. Customers with authentic testimonials are the top-rated type of livestream hosts, according to 42% of all respondents from our December 2022 consumer survey. They are particularly popular with Gen X (aged 42–57), with 44% ranking real-life customers as their most-preferred type of livestream hosts (Figure 14). Peer reviews and

testimonials are important to viewers as they provide honest information while also revealing product insights not available online.

”Brands and retailers pivot peer testimonials and expert’s knowledge in their livestreaming content expect to meet more consumer demand.”

Figure 14.
Livestream Hosts That Viewers Prefer To See During A Shoppable Event (% of Respondents)



Base: 510 US respondents aged 18+ who watched livestreaming in the past three months, surveyed on December 20, 2022
Source: Coresight Research

10. Company Livestreams Will Create New Online Communities

In addition to maintaining a presence on social media sites and video-sharing platforms, retail companies will cultivate online communities and drive traffic and sales through livestreams on their owned websites and apps. As consumers demand more exclusive livestreaming formats – such as one-to-a-few and one-to-one (see Figure 6) – brands and retailers are likely to work with content creators and community leaders to grow tight-knit groups of mission-driven consumers who follow both the brand and the influencers they work with. As such, it is important for companies to work with authentic and knowledgeable influencers who not only great salespeople but are also experts in the relevant field.

For instance, the soap and cosmetics company Beekman 1802 focuses on the personal stories of the founders to connect with livestream viewers on a

deeply personal level. The livestreams often involve tales of their day-to-day life on their New York farm, where they created many of their skincare, cosmetic and personal care products. The company reported that it made an average of \$1,500 per minute in sales during a livestream in 2022, while the channel led to a 5X increase in e-commerce sales on the days they took place, according to the brand.

”It is vital for brands and retailers to create tight-knit communities to cultivate consumer loyalty and drive improved conversion rate.”



What We Think

We expect livestreaming engagement will continue to grow through 2023 as retail companies compete for a share of shoppers' wallets by creating connections and building trust via livestreams. As the livestream channel continues to expand into new sectors, such as home improvement and grocery, informative content and creative collaboration will be key in growing and maintaining an audience.

Implications for Brands/Retailers

- Brands and retailers should partner with tech providers to advance their capabilities and create interactive live shopping experiences that enable meaningful connections with the audience.
- To stay ahead in the shoppable livestream space and grow a sizable audience, companies need to provide educational livestream content with a regular cadence that viewers can rely on.
- Marketers must recognize the value of authentic customers and industry experts in making quality livestreaming content – novelty is no longer enough.
- Retail companies should work with industry experts or key opinions leaders to grow online communities and earn engagement and loyalty – and the approach leads to high returns and low risk even by several times of test and learn.

Implications for Technology Vendors

- Livestreaming tech providers should harness the power of data, artificial intelligence and augmented reality to make live shopping experiences scalable and profitable.
- As consumers demand greater convenience, responsiveness and customization, speed and scale should be priorities for tech providers.

Methodology

This report leverages data from three proprietary surveys, as detailed below.

B2B survey

Coresight Research conducted an online survey on June 21–July 1, 2022, of 220 executives across brands, retailers and manufacturers that currently use livestreaming as a sales or promotional channel.

Respondents in the survey satisfied the following criteria:

- Organizations based in North America and Western Europe (specifically, France, Germany and the UK)
- Organizations that sell products through physical locations or online
- Retail companies associated with apparel, beauty, luxury goods, consumer electronics, department store, supermarket or mass merchant/wholesale club verticals
- Holding roles with significant decision-making responsibilities for live shopping, such as SVPs

To read more analysis of our findings from this survey, please read Coresight Research and Bambuser's previous report, [Capitalizing on Livestream Shopping Opportunities: North America and Europe Retail Executive Survey Findings](#).

B2C survey conducted in September 2022

Coresight Research conducted an online survey of 954 US consumers aged 18 and above, on September 20, 2022. Respondents were sourced from an opt-in online research panel and screened for past participation in shoppable livestreams. Results have a margin of error of +/- 3% with a 95% confidence level.

B2C survey conducted in December 2022

Coresight Research conducted an online survey of 2,132 US consumers aged 18 and above, on December 20, 2022. Respondents were sourced from an opt-in online research panel and screened for past participation in shoppable livestreams. Results have a margin of error of +/- 2% with a 95% confidence level.

Appendix

About Coresight Research's RESET Framework

Coresight Research's RESET framework for change in retail serves as a call to action for retail companies to respond to short-term consumer needs while securing longer-term success. The framework aggregates the retail trends that our analysts identify as meaningful for 2023 and beyond, as well as our recommendations to capitalize on those trends, around five areas of evolution. To remain relevant and stand equipped for change, we urge retailers to be Responsive, Engaging, Socially responsible, Expansive and Tech-enabled. Emphasizing the need for consumer-centricity, the consumer sits at the center of this framework, with their preferences, behaviors and choices demanding those changes.

RESET was ideated as a means to aggregate more than a dozen of our identified retail trends into a higher-level framework. The framework enhances accessibility, serving as an entry point into the longer list of more specific trends that we think should be front of mind for

retail companies as they seek to maintain relevance. Retailers can dive into these trends as they cycle through the RESET framework.

The components of RESET serve as a template for approaching adaptation in retail. Companies can consolidate processes such as the identification of opportunities, internal capability reviews, competitor analysis and implementation of new processes and competencies around these RESET segments.

Through 2023, our research will assist retailers in understanding the drivers of evolution in retail and managing the resulting processes of adaptation. The RESET framework's constituent trends will form a pillar of our research and analysis, with our analysts dedicated to exploring these trends in detail. Readers will see this explainer and the RESET framework identifier on further reports as we continue that coverage.

Appendix Figure 1.
RESET Framework

RESET Framework

The Consumer at the Center

Responsive

Logistics and the last mile
Sourcing
Corporate evolution (IPO's, M&A, SPACs)

Engaging

Livestreaming and social commerce
Physical retail renewal
Festivals and holidays

Socially Responsible

Wellness
Sustainability
Inclusivity

Expansive

Alternative retail
Retail adjacent opportunities
New market expansion

Tech-Enabled

AI in the supply chain
Associate-centric technology
The expanding metaverse

Source: Coresight Research

About Coresight Research Custom Reports

Coresight Research Custom Reports are produced as part of commercial partnerships with leading firms in the retail, technology and startup ecosystems. These Custom Reports present expert analysis and proprietary data on key topics in the retail, technology and related industries, and enable partner companies to communicate their brand and messaging to a wider audience within the context of brand-relevant research.

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