



WHITE PAPER

Capitalizing on Livestream Shopping Opportunities

North America and Europe Retail
Executive Survey Findings

**bam
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**CORESIGHT
RESEARCH**

In this Custom Report, we analyze the findings of a June 2022 Coresight Research survey of retail executives to examine the opportunities presented by Live Shopping (livestreaming e-commerce).

We explore how retail companies across North America and Western Europe are currently using Live Shopping as a sales or promotional channel and their plans to gain further competitive advantage in the future.

Current use of Live Shopping

- Although Live Shopping is still gaining traction in the West, our survey found that half of surveyed companies have been using the channel for at least a year.
- To maximize their reach and customer engagement potential, retail companies take an omnplatform approach to Live Shopping. On average, companies use 3.9 platforms for livestreaming – including owned websites, social media and video sharing platforms.
- Having a regular cadence of Live Shopping sessions is a key strategy for brands and retailers to foster new consumer habits and build a base of repeat viewers. In fact, two in three retail companies hold Live Shopping events more than once per week.
- Dedicated software and hardware are the most used Live Shopping resources among our survey respondents, used by at least six in 10 retail companies. Promotional resources are the next most important to retail companies to ensure that their content gains the highest possible viewership.

From transactions to interactions

- Almost half (46%) of the surveyed companies reported that the primary benefit of Live Shopping is revenue generation – making it the topmost benefit overall. However, North American companies value consumer engagement mostly, while the experience of Live Shopping and its reach are more important to Western European companies.
- Our survey found that educational content is the consideration with the biggest influence on Live Shopping customers.

Digital innovation

- As Live Shopping becomes more widespread, retail companies and Live Shopping tech providers are joining forces to expand the channel's capabilities. AI (Artificial Intelligence) powered avatars, virtual hosts, AR/VR (Augmented and Virtual Reality) try-ons and new payment options are emerging innovations in the Live Shopping space.

Live Shopping delivers an interactive experience, elevating consumer engagement and driving sales.

As adoption of the channel grows and the space becomes more competitive, brands and retailers need to establish their key goals and identify investment and collaboration opportunities to make their Live Shopping content stand out.



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Introduction

What's the Story?

Brands, retailers and marketplaces are increasingly making investments in Live Shopping features to raise brand awareness and drive marketing revenue. Coresight Research has identified livestreaming e-commerce as [a key trend to watch in retail](#).

Livestreaming provides a channel for retail companies to meet fast-changing consumer demand – but, to capitalize on the burgeoning Live Shopping opportunity, they need to offer valuable content, leverage internal staff and external talent to host events, and establish a Live Shopping strategy that takes into account platforms and frequency of sessions.

In this report, we analyze the findings of a June 2022 Coresight Research survey of retail executives to examine the opportunities presented by Live Shopping. We explore how retail companies across North America and Western Europe (France, Germany and the UK) are currently using livestreaming as a sales or promotional channel and what their plans are to gain further competitive advantage in the future.

This report was produced in partnership with Bambuser, a software-as-a-service (SaaS) company that provides Live 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.

→ [Read more Coresight Research coverage of livestreaming e-commerce.](#)

Why it Matters

As the economy slowly recovers from the COVID-19 pandemic, brands and retailers are reinventing their approach to marketing to stimulate demand and drive conversion. Cost-effective marketing channels will appeal to marketers in this context.

Live Shopping can provide a competitive advantage for brands and retailers across various sectors, and the pandemic dramatically increased adoption and the speed of Live Shopping development – particularly in the West, which has typically lagged behind the likes of China. Companies are increasingly rethinking the role of shoppable livestreams in their overall business strategy to deliver customer-centric experiences where they can collaborate with content and marketing agencies to establish new capabilities.

By evaluating key Live Shopping operation metrics such as viewership, engagement and sales conversion, companies can shape successful strategies to increase the impact of their presence in the Live Shopping space.

Companies are increasingly rethinking the role of Live Shopping in their overall business strategy to deliver customer-centric experiences where they can collaborate with content and marketing agencies to establish new capabilities.

Capitalizing on Live Shopping Opportunities: Coresight Research x Bambuser Analysis

We summarize our key survey findings in Figure 1, and present our analysis exploring the implications of each in detail below.

Figure 1. Live Shopping Adoption:
Key Survey Findings (% of Respondents)

2/3 of all respondents host Live Shopping events **more than once a week**

The primary benefits of Live Shopping for companies in North America are **revenue generation and customer engagement**, cited by **almost half** of all respondents from this region

42% of respondents will **invest in experimenting with video platforms** over the next 12 months

Base: 220 respondents whose organizations currently use livestreaming as a sales or promotional channel, surveyed in June 2022
Source: Coresight Research



Current Use of Live Shopping

As competition heats up for consumer attention and engagement – impacted by the shift to online caused by the pandemic – retail companies are establishing Live Shopping initiatives to create richer, more interactive and relevant content to raise brand awareness.

Bambuser reported a 240% increase in Live Shopping viewing minutes from 2020 to August 2022 and a 40% increase in events produced from Q1 2021 to Q1 2022. According to Bambuser, end user consumption of Live Shopping is growing around 38% quarter over quarter in 2022, and the company expects to produce 20,000+ events in 2022 alone.

Early Adoption

Although Live Shopping is still gaining traction in the West, our survey found that half of surveyed companies have been using the channel for at least a year.

Interestingly, Western European companies reported earlier adoption of Live Shopping on average, with 55% of this subset having used the channel for at least a year, compared to 47% of North American companies (see Figure 2).



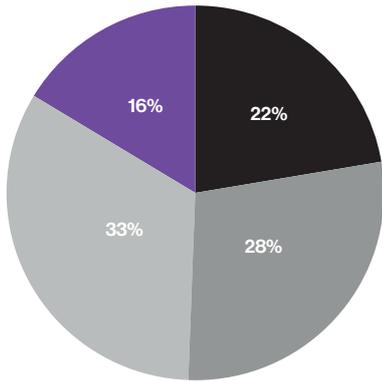
Figure 2. How Long Companies Have Been Using Livestreaming as a Sales or Promotional Channel, Overall (Left) and by Region (Right) (% of Respondents)

Overall:

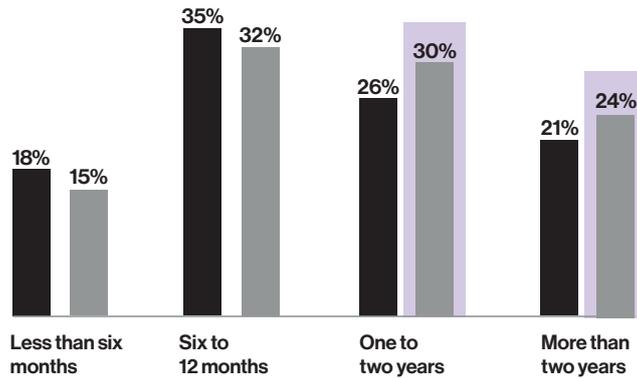
Half of all surveyed companies adopted Live Shopping a year or more ago.

By Region:

Companies in Western Europe adopted Live Shopping earlier than in North America.



- More than two years
- One to two years
- Six to 12 months
- Less than six months



- North America
- Western Europe

Base: 220 respondents whose organizations currently use Live Shopping as a sales or promotional channel, surveyed in June 2022.
Source: Coresight Research



Bambuser Case Study

As the first Live Shopping provider available in Europe in 2019, Bambuser enabled fashion and beauty companies such as Monki and Clinique to launch Live Shopping at an early stage.

Luxury retailer LUISAVIAROMA launched Live Shopping in January 2020 with Bambuser's One-to-Many solution. Three events across the Milan, New York and Paris Fashion Weeks, achieved a 62% average engagement rate (likes and comments) with one session featuring David Beckham reaching an 83% engagement rate and a 16% average add-to-cart rate.

Omnipatform Hosting

Social media platforms are working to integrate seamless shopping features in an effort to compete within the Live Shopping space. Our survey found that 55% of retail companies currently using livestreaming have used Facebook Live – making it the most used platform for (although Facebook has announced since our survey was conducted that it will shut down the Live Shopping feature in October 2022).

Video sharing platforms are also popular, with more than half (52%) of all surveyed companies using YouTube Live. Social media and video sharing platforms enable brands and retailers

To maximize their reach and customer engagement potential, retail companies take an omniplatform approach to Live Shopping.

to reach an engaged base of existing users and make use of in-app checkout options and product discovery features, which such platforms are continuing to refine and upgrade.

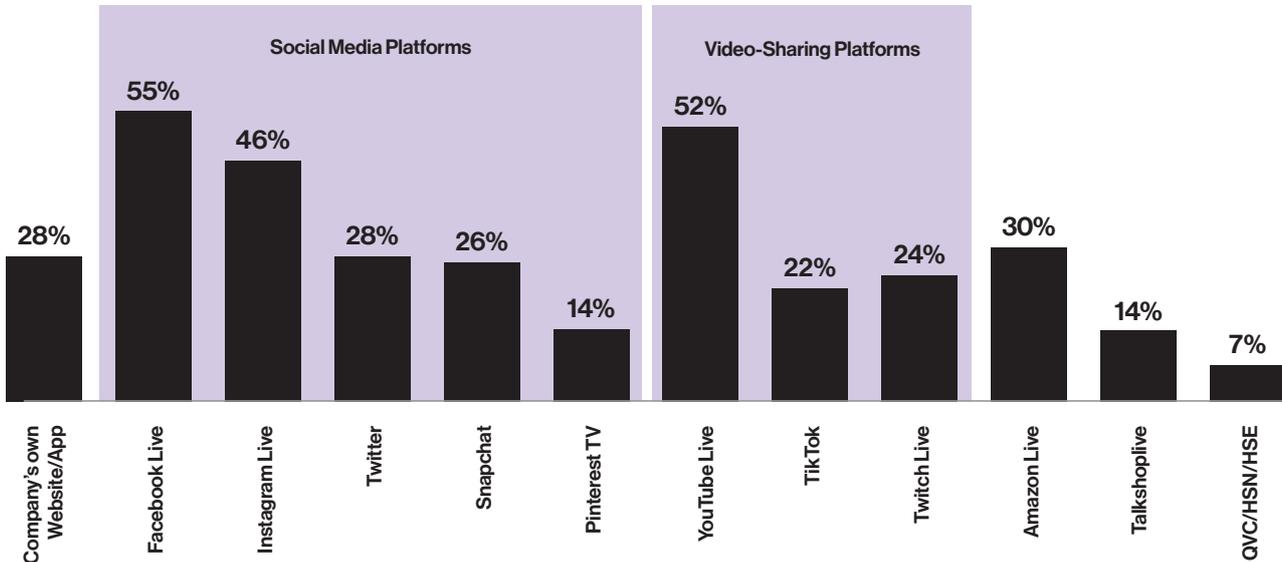
Although third party platforms are popular, nearly three in 10 (28%) companies host Live Shopping directly through a brand-owned digital platform (website or app) due to benefits such as greater control over costs, customer data and direct engagement with shoppers (further developments discussed below). To maximize their reach and customer engagement potential, retail companies take an omniplatform approach to Live Shopping.

On average, the surveyed companies use 3.9 platforms for livestreaming, enabling them to reap the different benefits of each type of platform as well as connect with a bigger audience.



Figure 3. Platforms Used for Livestreaming (% of Respondents)

Companies are taking an omniplatform approach to livestreaming, using 3.9 platforms on average.



Base: 220 respondents whose organizations currently use livestreaming as a sales or promotional channel, surveyed in June 2022
Source: Coresight Research



Among surveyed companies that use their owned platforms for livestreaming, generating higher sales is the topmost benefit of this approach – cited by more than six in 10 respondents in this subset (see Figure 4).

Owned platforms provide online viewers with a more seamless shopping experience as they can view product information, access the brand's full catalog and complete checkout on the same site.

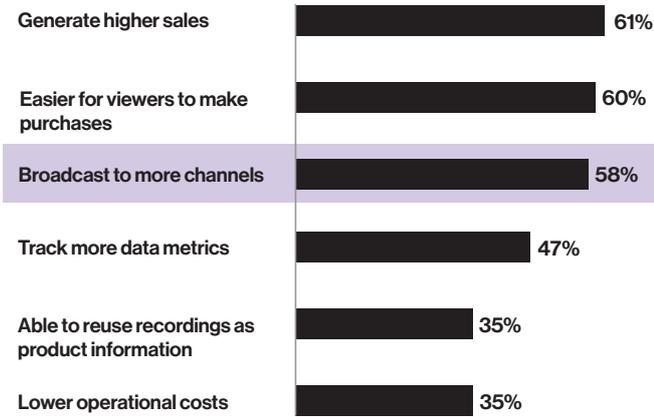
In fact, 60% of surveyed companies using owned platforms for livestreaming cited the ease of making a purchase as a top benefit to using owned platforms. This also provides high add-on sales opportunities for the brand.

Again highlighting the appeal of an omniplatform strategy, 58% of surveyed companies that

Among surveyed companies that use their owned platforms for livestreaming, generating higher sales is the topmost benefit of this approach.

use their own platforms for livestreaming stated that a key benefit is that they can simultaneously broadcast their hosted content to more platforms – such as their social media accounts – to expand audience reach and maintain control of the content broadcast on third party platforms (and its related data).

Figure 4. Benefits of Hosting Livestream Shopping on a Brand's Own Website/App (% of Respondents)



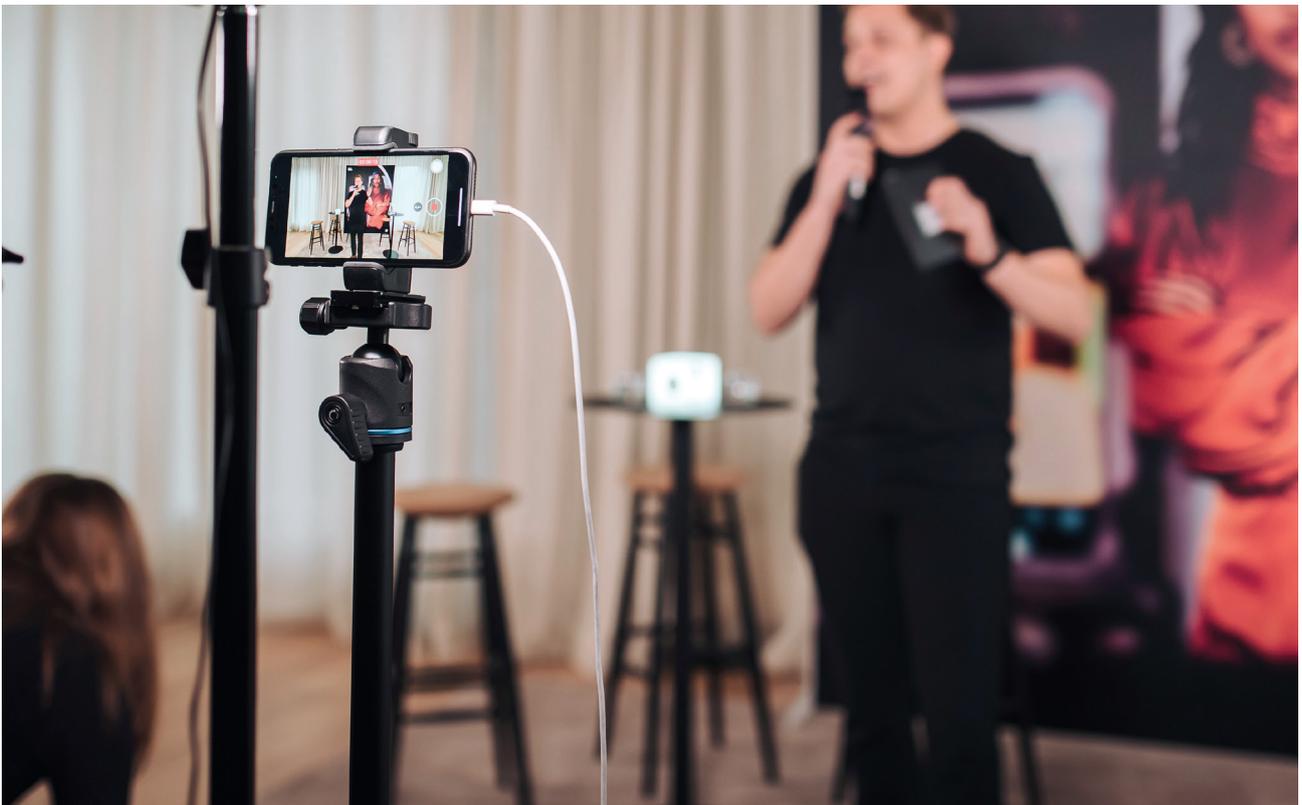
Nearly six in 10 companies use owned platforms for Live Shopping to broadcast to more channels and extend their reach.

Base: 62 respondents whose organizations currently use livestreaming as a sales or promotional channel on their own website/app, surveyed in June 2022. Source: Coresight Research

One example of a retail company that began using an owned platform to host Live Shopping quite early in the adoption of the channel in Western Europe is German beauty retailer Douglas. The company launched its 'Douglas LIVE' Live Shopping channel in 2020 and reported that sales through Live Shopping that year achieved a conversion rate of up to 20%.

Bambuser Case Study

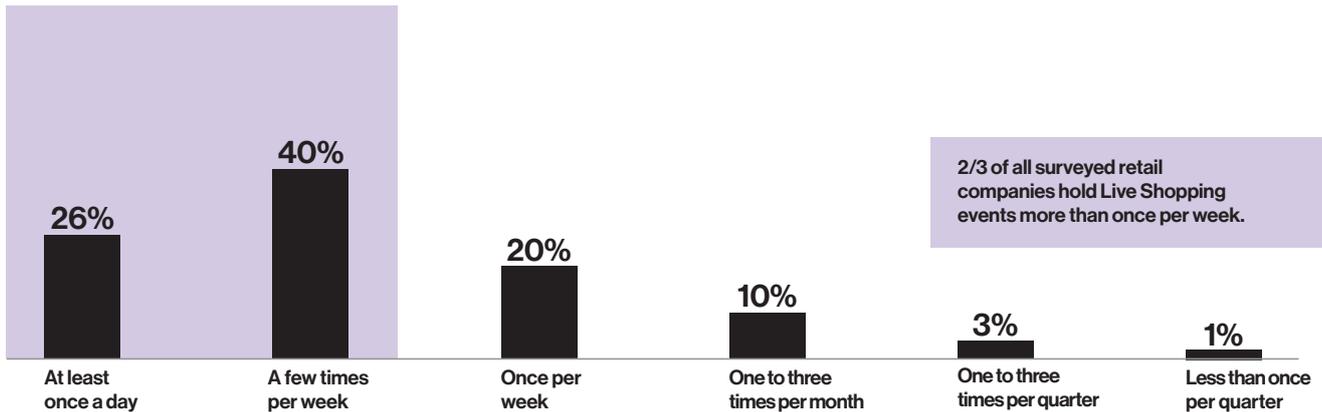
In May 2022, US television shopping channel QVC leveraged Bambuser's One-to-Many solution with an RTMP (Real-Time Messaging Protocol) setup from multiple studio cameras in motion to showcase a dynamic four-hour show.



Frequency of Live Shopping Events

Our survey indicates that the vast majority of retail companies currently using Live Shopping as a sales or promotional channel host events (including virtual consultations) on a regular cadence. 96% hold Live Shopping events at least once per month, 86% do so at least once per week, and 26% do so at least once per day.

Figure 5. Current frequency of Live Shopping Events* (% of Respondents)



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

Having a regular cadence of Live Shopping sessions is a key strategy for brands and retailers to build a base of repeat viewers, fostering new consumer habits. Busy Live Shopping schedules enable brands and retailers to become an ongoing part of their customers' lives.

Bambuser Case Study

Bambuser's technology enables beauty brand Clinique to connect with consumers via the Clinique Skin School, offering daily on-demand Live Shopping events with consultants and influencers.

Having a regular cadence of Live Shopping sessions is a key strategy for brands and retailers to build a base of repeat viewers, fostering new consumer habits.



Use of Live Shopping Resources

Establishing an effective Live Shopping campaign typically involves both internal and external resources, including hardware and software setup, content and marketing agencies, and talent (such as influencers or celebrities).

It is relatively lower-cost and simple to set up Live Shopping events compared with other marketing campaigns, which is critical strategy to improve consumer engagement during the downbeat economy state.

Dedicated software and hardware are the most used Live Shopping resources among our survey respondents, used by at least 60% of retail companies. This is unsurprising, as the operational capability to produce quality Live Shopping is key to being successful in the channel, although low-tech Live Shopping events can be hosted with a simple smartphone setup.

Our survey further found that among the companies using software setups (such as online website integrations and social channels),

75% spend at least \$10,000 on Live Shopping software annually – and 41% spend at least \$50,000. For hardware, such as cameras, lights and studios, 75% of surveyed retail companies currently using hardware setups spend at least \$10,000 and 51% spend at least \$50,000 annually.

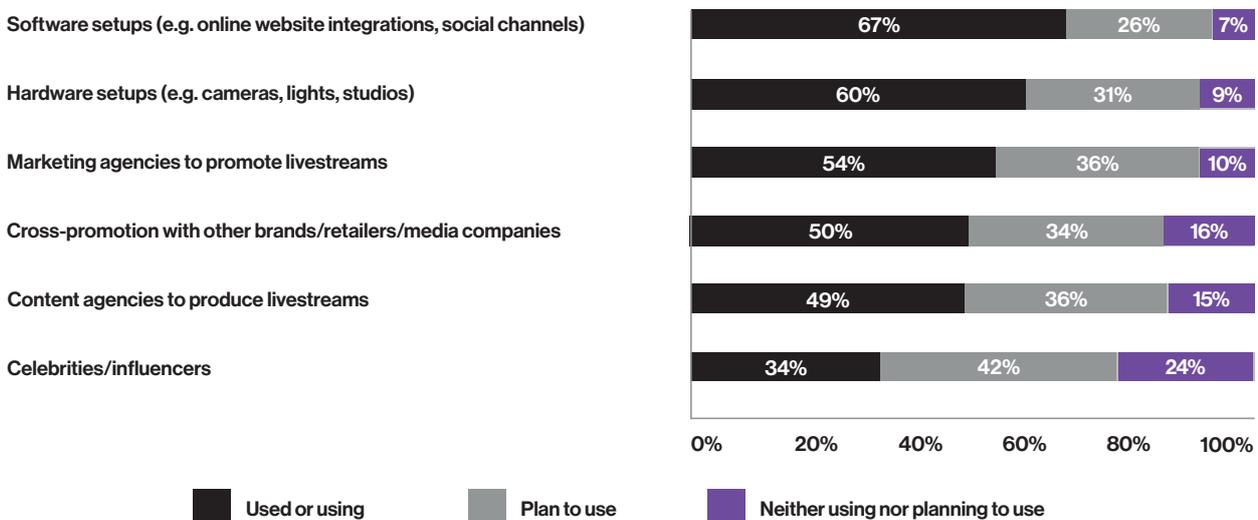
- Overall, 93% of retail companies use or plan to use software or hardware setups for Live Shopping. After the technical side of Live Shopping, promotional resources are the next most important to retail companies to ensure their content gains the highest possible viewership:
- At least half of all surveyed retail companies are currently using marketing agencies or tools for cross-promotion with other brands/retailers/media companies – and more than one in three plan to use these resources in future.

Related to promotional opportunities, our survey found a varied approach to the use of celebrities and influencers in Live Shopping:

- Celebrities/influencers are the least used resource, used by around a third (34%) of retail companies and with nearly one quarter (24%) reporting they are neither using nor planning to use influencers.

Figure 6. Use of Live Shopping Resources (% of Respondents).

Following technical tools, resources for marketing and promotion are key to livestreaming e-commerce strategies.



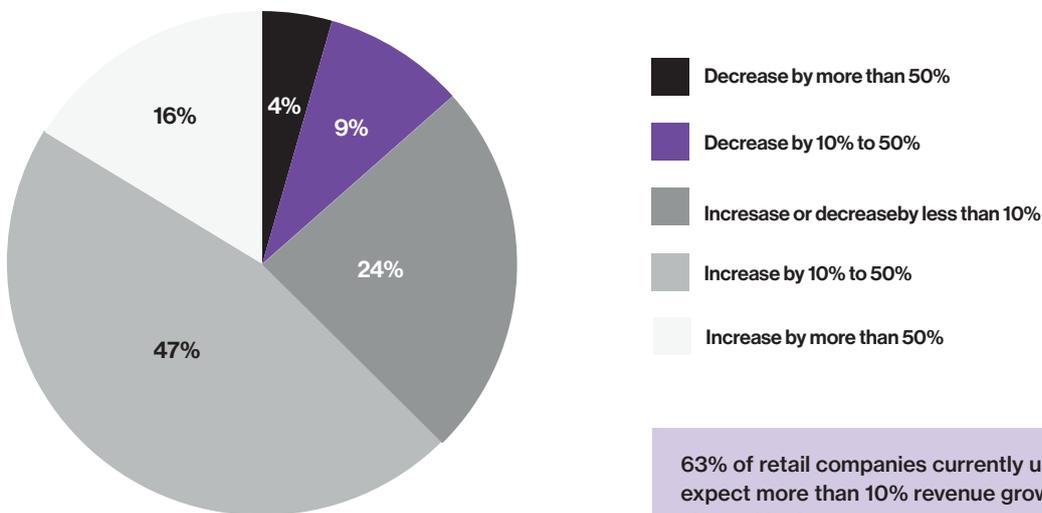
Base: 220 respondents whose organizations currently use livestreaming as a sales or promotional channel, surveyed in June 2022
Source: Coresight Research

High Growth Expectations

Building on the acceleration in the adoption of Live Shopping through the pandemic, nearly half of the surveyed companies (47%) currently using livestreaming expect their sales revenue from the channel to grow 10% over the next two years, and 16% expect more than 50% revenue growth in the channel.

The beauty and ‘multiple categories’ sectors are looking forward to the biggest gains in Live Shopping, with around 21% of respondents in these sectors reporting expectations of greater than 50% revenue growth (highlighted in Figure 7).

Figure 7. Expected Change in Livestreaming E-Commerce Revenue in the Next Two Years: Overall (Top) and by Retail Sector. (Bottom) (% of Respondents)



63% of retail companies currently using Live Shopping expect more than 10% revenue growth through the channel in the next two years.

Revenue Growth Expectations	Apparel	Beauty	Home Improvement	Luxury Goods	Grocery	Consumer Electronics	Multiple Categories (General Merchandise)	Total
Decrease by more than 50%	0.0%	13.8%	3.4%	0.0%	6.7%	5.7%	0.0%	4.1%
Decrease by 10% to 50%	6.9%	6.9%	13.8%	6.7%	16.7%	8.6%	5.3%	9.1%
Increase or decrease by less than 10%	24.1%	20.7%	31.0%	30.0%	23.3%	14.3%	25.3%	21.1%
Increase by 10% to 50%	55.2%	37.9%	41.4%	46.7%	46.7%	14.3%	26.3%	24.1%
Increase by more than 50%	13.8%	20.7%	10.3%	16.7%	6.7%	20.0%	21.1%	15.9%

Base: 220 respondents whose organizations currently use livestreaming as a sales or promotional channel, surveyed in June 2022.
Source: Coresight Research

From Transactions to Interactions

Through Live Shopping, brands and retailers have opportunities to spark greater engagement with customers, gather new insights about consumer behavior, and drive conversion and loyalty.

According to Bambuser, the average viewing time of Live Shopping sessions produced through Bambuser across both Europe and the US in Q1 2022 was six minutes – 22% higher than the average time in Q1 2021.

Among all livestream viewers, 18% interact in sessions by commenting and liking. For Bambuser’s 30 most engaged merchants, more than 60% of all viewers interact with livestream sessions – demonstrating very strong engagement.

To realize the full benefits of Live Shopping, retail companies are taking various approaches to creating compelling experiences that maintain brand relevance and cultivate interactive customer relationships.

Primary Benefits of Live Shopping

Blending entertainment with instant shopping features, Live Shopping delivers deep engagement while reaching large audiences. Retail companies recognize the sales potential of Live Shopping, as well as other core benefits:

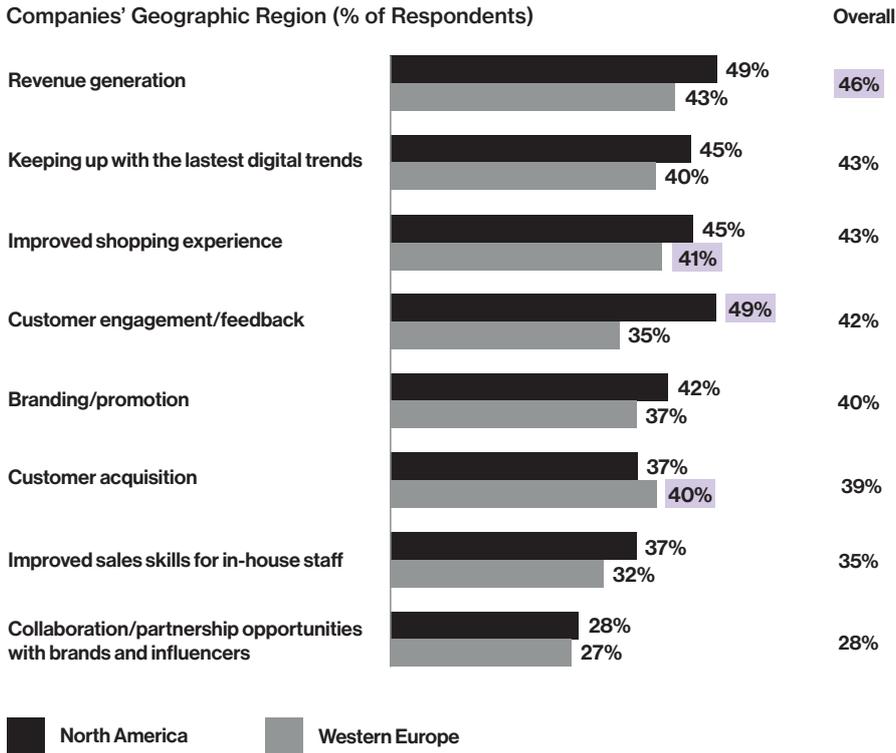
→ Almost half (49%) of the surveyed companies in North America and 43% in Western Europe reported that the primary benefit of Live Shopping is revenue generation – making it the topmost benefit overall (cited by 46% of all respondents) and reflecting a significant sales driver in the current weakened economic environment.

→ Customer engagement/feedback was tied as the topmost benefit among North American companies, cited by 49% of this subset. However, only 35% of companies in Western Europe cited this option, ranking customer engagement sixth among this subset and fourth overall.

→ An improved shopping experience and customer acquisition were among the primary benefits cited by more than four in 10 companies in Western Europe – indicating that the experience and reach that Live Shopping provides is considered more important by these organizations than its function as a channel for engagement.



Figure 8. Primary Benefits of Live Shopping, Overall and by Companies' Geographic Region (% of Respondents)



In addition to sales potential, North American companies value consumer engagement, while the Live Shopping experience and its reach are more important to Western European companies.

Base: 220 respondents whose organizations currently use livestreaming as a sales or promotional channel, surveyed in June 2022
Source: Coresight Research



Measuring Success

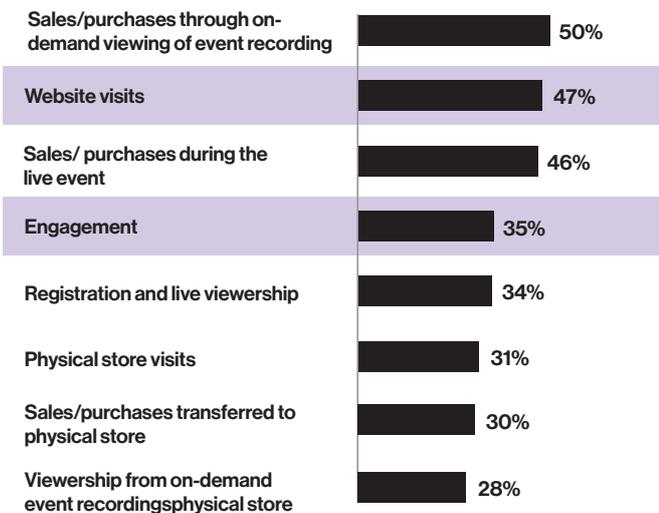
Aligning with revenue generation being the topmost perceived benefit of Live Shopping, high proportions of surveyed companies measure the success of their Live Shopping events through sales/purchases. As key performance indicators, 50% measure sales through event recordings, and 46% measure sales during the live events.

However, 35% of companies measure the success of their Live Shopping events by engagement levels, and 47% measure through the number of website visits that each event drives – the second most used key performance indicator. This implies that brands and retailers are looking to attract engaged shoppers that may become loyal customers. Successful livestreams go beyond in-the-moment sales; it is important to brands and retailers that Live Shopping viewers connect with the brand.

Aligning with revenue generation being the topmost perceived benefit of livestreaming, high proportions of surveyed companies measure the success of their Live Shopping events through sales/purchases during the live events and event recordings.



Figure 9. Key Performance Indicators for Companies Measuring Live Shopping Events (% of Respondents)



Retail companies look to connect with consumers through Live Shopping, to drive engagement in addition to sales.

Base: 220 respondents whose organizations currently use livestreaming as a sales or promotional channel, surveyed in June 2022
Source: Coresight Research

Through building proprietary assets on their website/apps, brands and retailers would not only gain control over livestream content, but would also glean insights on effective sales throughout the event. Brands and retailers can team up with tech innovators such as Bambuser to build proprietary assets, including customized websites/apps, rather than relying on third party platforms, and so engage with livestream viewers directly.

Bambuser Case Study

US premier fashion publisher Who What Wear entered the Live Shopping space in 2021, using Bambuser’s One-to-Many to broadcast events simultaneously on its website and social media platforms. According to Bambuser, 1/5 viewers now interact with Who What Wear’s Live Shopping events.

Influencing the Consumer

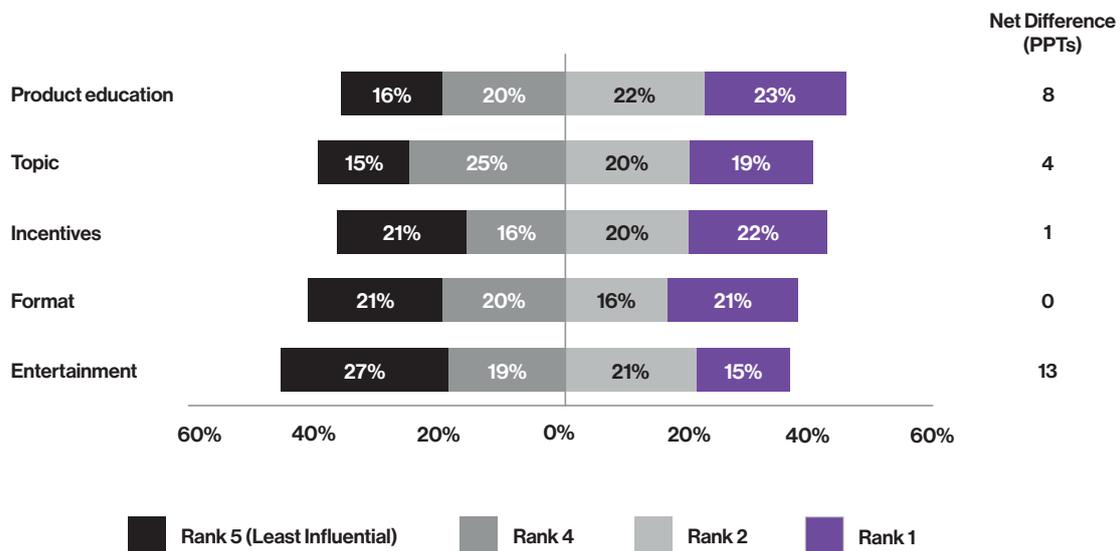
There are five key considerations for brands and retailers in creating an successful, interactive Live Shopping session: topic, format, product education, incentives and entertainment. The perceived influence of each of these considerations varies among retail companies.

Overall, our survey found that educational content is seen as having the biggest influence on customers during shoppable livestreams:

- The highest proportion of respondents (23%) allocated Rank 1 (highest degree of influence) to product education.
- 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 10. Degree of Influence of Five Considerations on Companies’ Customers During Livestreaming (% of Respondents)

Overall, educational content is seen as having the biggest influence on customers during Live Shopping.



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

Providing Expertise

As online shopping typically lacks the product expertise and personal recommendations that shoppers can gain from in-store staff, Live Shopping is key in adding that layer of interactivity between brands and consumers. Brands can influence shoppers' purchase decisions through the use of experts in Live Shopping events.

Overall, our survey found that livestreams hosted by experts are seen as having the biggest influence on customers:

→ The highest proportions of respondents allocated (see next page) Rank 1 (highest degree of influence) to livestreaming hosted by multiple experts (17%) and demonstrations from one expert (15%).

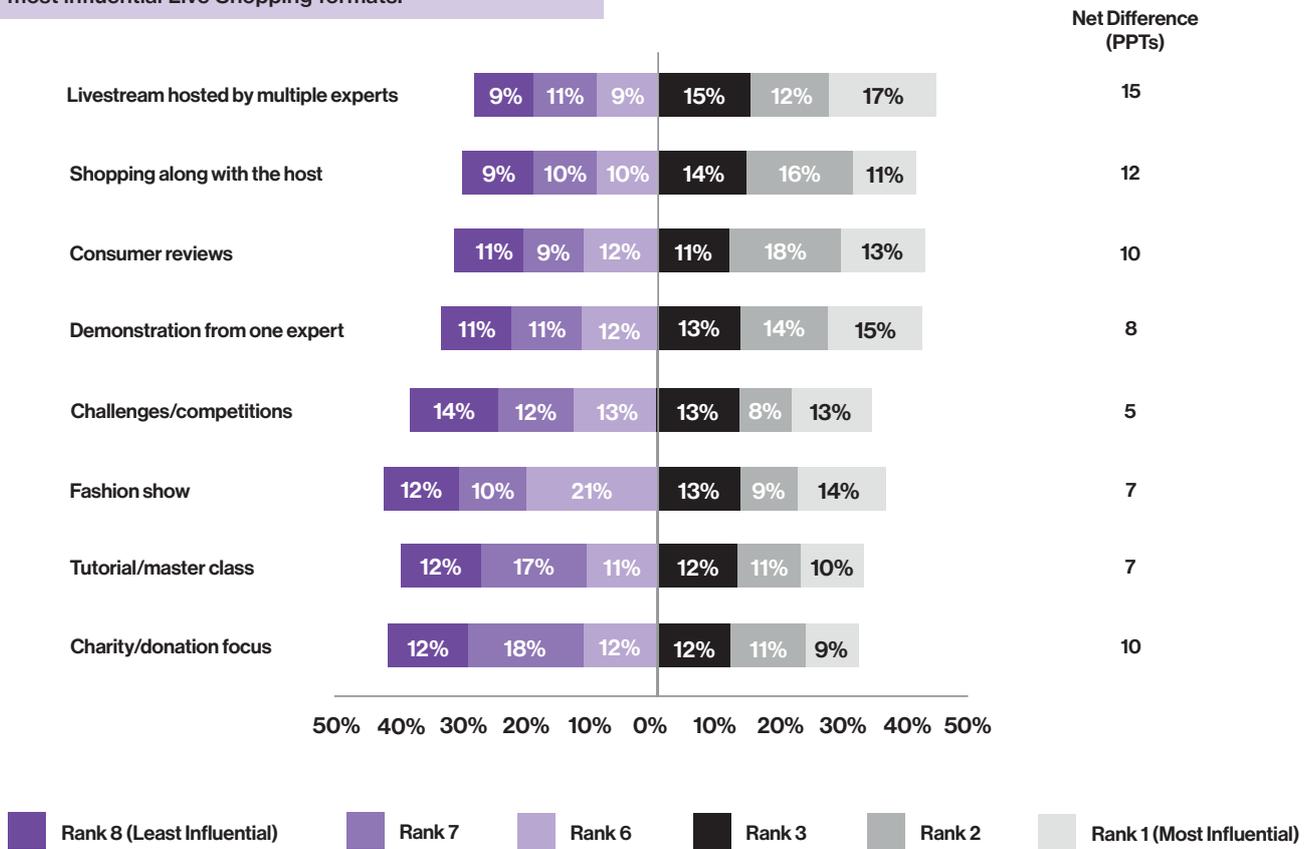
→ Livestreaming hosted by multiple experts saw the largest positive difference between the proportion of respondents allocating it Ranks 1, 2 or 3 (highest degrees of influence) and the proportion allocating it ranks 6, 7 or 8 (lowest degrees of influence) – at 15 PPTs.

Live Shopping is key in adding a layer of interactivity between brands and consumers online. Brands can influence shoppers' purchase decisions through the use of experts in Live Shopping events.



Figure 11. Degree of Influence of Selected Livestreaming Formats on Companies' Customers (% of Respondents)

Overall, livestreams hosted by experts are seen to be the most influential Live Shopping formats.



Bambuser Case Study

Nordic electronics retailer Kjell & Company partnered with Bambuser in September 2020 to enable shoppers to connect on a one-to-one basis with in-store experts from their homes. Via Bambuser's One-to-One Live Shopping solution, customers can speak to members of staff with specific expertise across their entire network of stores.

Another Nordic electronics retailer, Elkjøp, has also leveraged One-to-One to fuse its online and physical presence. The company attributes 20% of its instore revenue to Live Shopping and hosts more than 5,000 shoppable video calls per month.



Digital Innovation

As Live Shopping becomes more widespread, retail companies and Live Shopping tech providers are joining forces to expand livestream shopping capabilities. AI (Artificial Intelligence) powered avatars, virtual hosts, AR/VR (Augmented and Virtual Reality) try-ons and new payment options are emerging innovations in the Live Shopping space.

Current Use of Technologies

Our survey found that almost half (46%) of companies have collected and analyzed live data during livestream shopping events to generate detailed insights about their customers – topping the list of currently used technologies in Live Shopping.

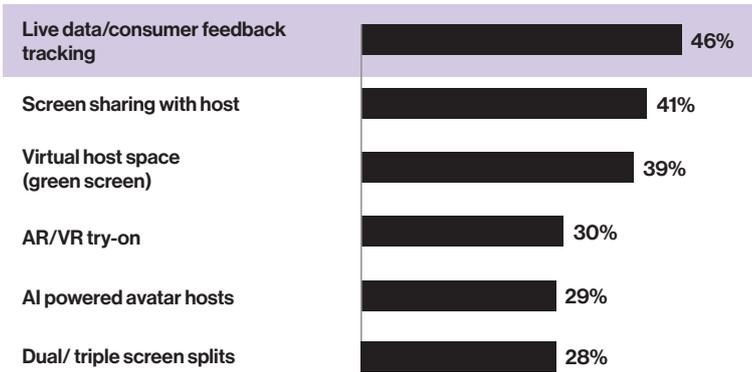
The two other popular technologies in Live Shopping, used by around four in 10 companies in our survey, are related to the hosting format of the event: screen sharing with the host and using a ‘green screen’ (a backdrop onto which

AI powered avatars, virtual hosts, AR/VR try-ons and new payment options are emerging innovations in the Live Shopping space.

digital visual content can be overlaid). These technologies can elevate the visual quality of a Live Shopping event and make it more appealing and engaging for viewers. Green screens and screen sharing are also beneficial for brands and retailers in eliminating logistic costs such as travel and accommodation: different hosts can feature together in a livestream without physically being in the location they appear to be.

Green screen and screen sharing technologies can elevate the visual quality of a Live Shopping event and enable brands and retailers to eliminate logistics costs associated with hosting livestreams.

Figure 12. Technologies That Companies Have Used in Their Live Shopping Events (% of Respondents)



Live data analytics enables companies to generate detailed insights about the viewers of their livestreams.

Base: 220 respondents whose organizations currently use livestreaming as a sales or promotional channel, surveyed in June 2022
Source: Coresight Research



LINDEX

Bambuser Case Study

Swedish fashion chain Lindex utilized a green studio sourced by Bambuser for the launch of its summer collection in May 2021. The Live Shopping event was produced using technology that enables high-end 3D photorealistic graphics in Unreal Engine, resulting in the creation of virtual beach side environments. According to Bambuser the session witnessed a spike in conversion.



CHARLOTTE TILBURY

Bambuser Case Study

British cosmetics company, Charlotte Tilbury launched its 'Pillow Talk Party Virtual Beauty Wonderland' campaign in May 2022, through which online users could access a virtual shop to purchase Charlotte Tilbury products. Consumers can also learn new tips for the correct application of the products, play 3D games, view exclusive content and have the opportunity to share their experiences through a 'Shop with Friends' function.

Next Frontier in Tech Innovation

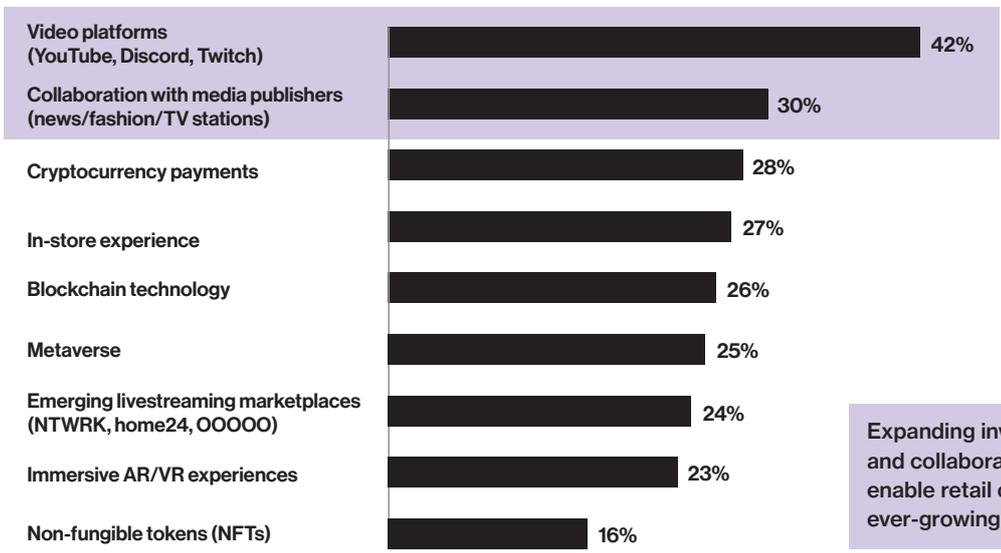
To stay competitive in the Live Shopping landscape, many retail companies are planning to invest in emerging channels/technologies over the next 12 months.

→ Our survey found that the highest proportion of respondents (42%) in our survey plan to invest in experimenting with video platforms such

as Discord, Twitch and YouTube – reinforcing the omniplatform approach to Live Shopping discussed earlier.

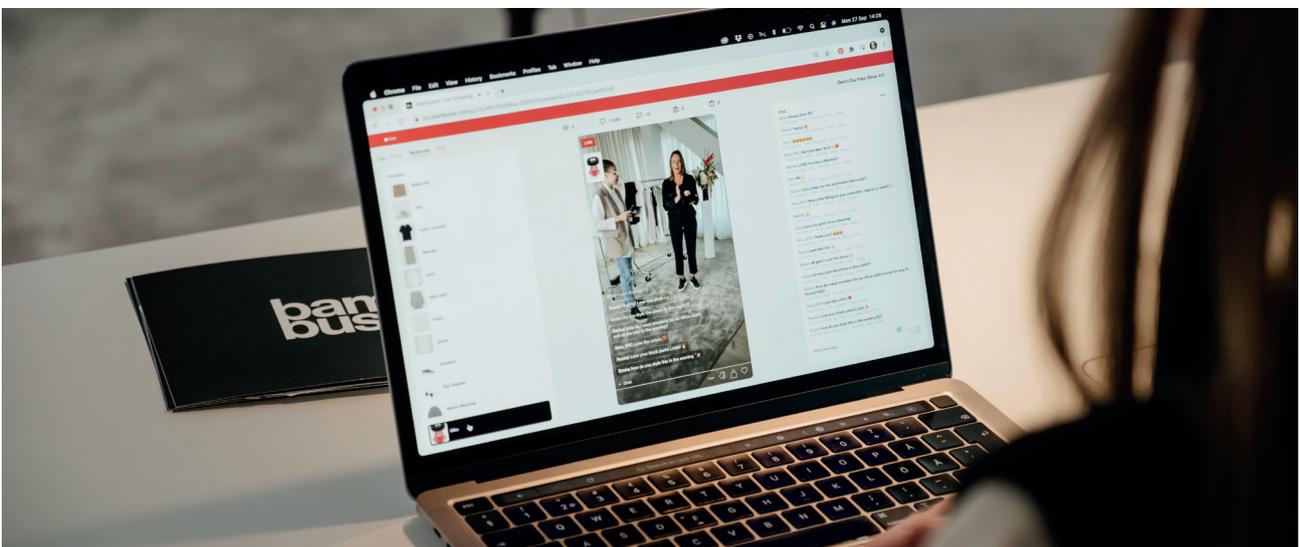
→ Nearly one third (30%) of companies plan to invest in collaborations with media publishers, reflecting that Live Shopping e-commerce is gaining traction across the retail industry globally, as retailers and media companies seek to bridge content with commerce to capitalize on the consumer shift to digital.

Figure 13. Emerging Channels/Technologies in which Companies Will Invest over the Next 12 Months (% of Respondents)



Expanding investment in video platforms and collaborations with media publishers will enable retail companies to capitalize on the ever-growing adoption of Live Shopping.

Base: 220 respondents whose organizations currently use livestreaming as a sales or promotional channel, surveyed in June 2022
Source: Coresight Research



What we think

Live Shopping delivers an interactive experience to elevate consumer engagement and drive sales. As adoption of Live Shopping grows and the space becomes more competitive, brands and retailers need to establish their key goals and identify investment and collaboration opportunities to make their livestreaming content stand out.



Implications for Brands/ Retailers

→ Retail companies should offer a dynamic shopping experience that combines educational content and convenience on its owned websites, as well as leverage the current dominance of social media platforms.

→ More frequent Live Shopping schedules enable brands and retailers to connect with consumers on a regular basis, drive loyalty and create an established viewer base.

→ Brands and retailers can look to cross-sector partnerships and extended-reality environments to provide consumers with engaging content and immersive experiences.

→ Retail companies can work with technology providers to enhance their Live Shopping strategies and programs to provide livestream viewers with a seamless shopping journey.



Methodology

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

Respondents in the survey satisfied the following criteria:

→ Organizations based in the 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.



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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