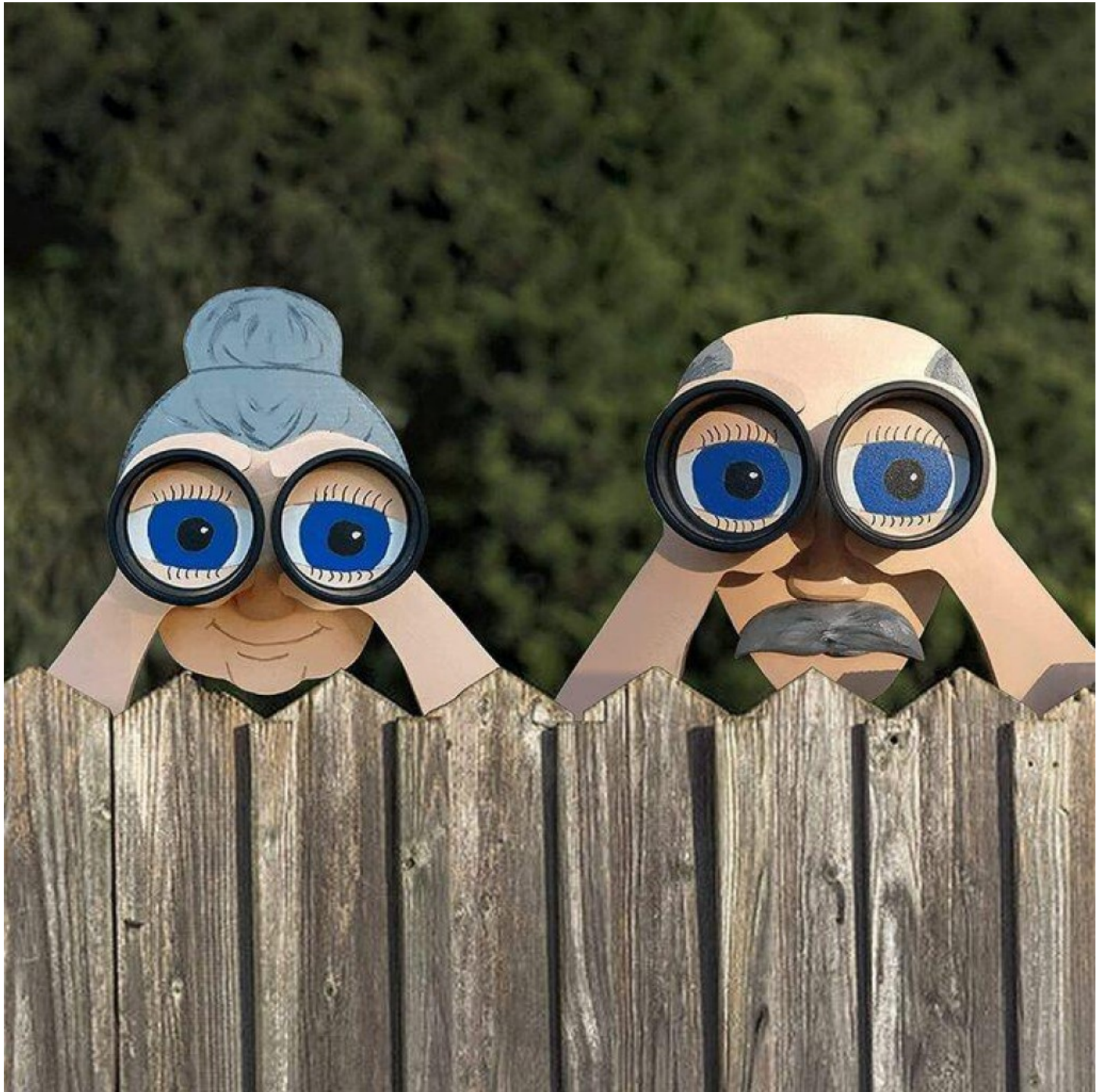


Brands Go In The Overseas Explosion Of DTC Mode

Household Products



Washington, Burlington, Jun 4, 2021 ([Issuewire.com](https://www.issuewire.com)) - In 2021, home furnishing products were warmly sought after in overseas markets, and the total retail export volume of the whole year increased by 57% compared with that of 2019, which was praised by the media as the "new engine" to drive the cross-border e-commerce retail industry.

Driven by cross-border e-commerce, home furnishing enterprises not only continue to make remarkable

achievements in traditional cross-border export markets such as Europe and the United States but also have made significant growth in emerging markets such as Argentina, Israel, and Brazil with the development and development of emerging markets. According to statistics, in 2021, 52% of home furnishing sellers in the world's five major overseas markets are optimistic about the market prospect and believe that cross-border e-commerce retail exports will usher in further development.

At present, the most popular mode is the DTC brand going to sea mode. Take **Njpboss** as an example(www.njpboss.com). **Njpboss** is a company that completely relies on its official website to sell household products. They invest a lot of money in product R & D and creative fields. Using Google Advertising, TikTok short video and other means to sell millions of products around the world.

I believe that in the near future, due to the development of DTC mode, at least 700 new brands will be born.



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