

Top 25 U.S. D2C Brands of Q3 2021

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In Q3, 2021 one in three brands on our list fell into the Health & Wellness category, indicating that consumers are increasingly investing in themselves by shopping with well-being in mind.

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What's inside?

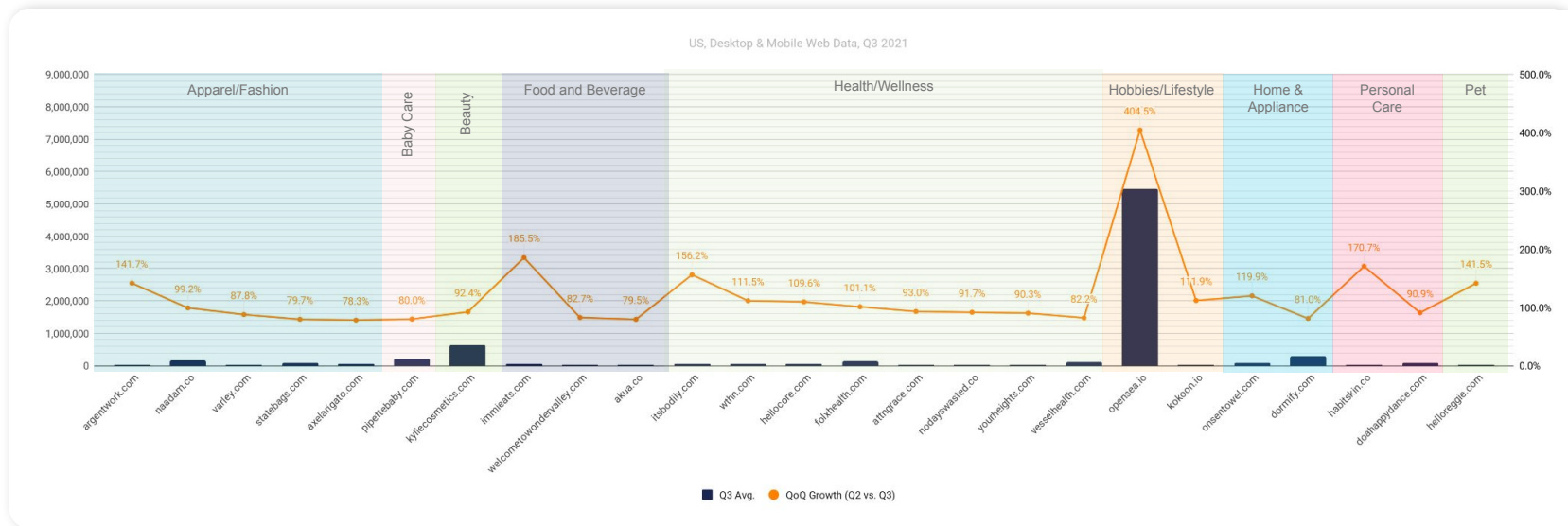
In response to the direct-to-consumer (D2C) trend taking the eCommerce world by storm, we put together this series on the top 25 D2C brands each quarter.

In Q3, we saw significant growth to Health & Wellness brands' D2C sites, which used unique strategies to increase traffic.

Keep reading to find out what products and topics were top of mind for consumers in Q3.

Total brand traffic and quarter-over-quarter growth by category

Average Monthly Visits and QoQ Growth U.S., Desktop & Mobile Web, Jul - Sep, 2021



The top 25 brands highlight consumer focus around Health & Wellness and other trends taking the market by storm. Six categories are represented across these 25 brands and a few major trends emerge.

3 key trends

1

Run, don't walk, to wellness

Never before in our quarterly reports have we seen so many fastest-growing brands fall into one category. Health & Wellness is clearly top-of-mind for consumers with 1 in 3 brands in this report landing in the feel-good group.

2

Make kelp cool

AKUA wants you to know that 'The Kelp Burger is here!' and we're fascinated to see if the meat alternative can take off.

3

Pamper baby and mama

With increased U.S. birth rates, we expect the entire Baby Care industry to grow, putting D2C brands like Pipette front and center this quarter for both newborns and their mamas.

1 Run, don't walk, to wellness

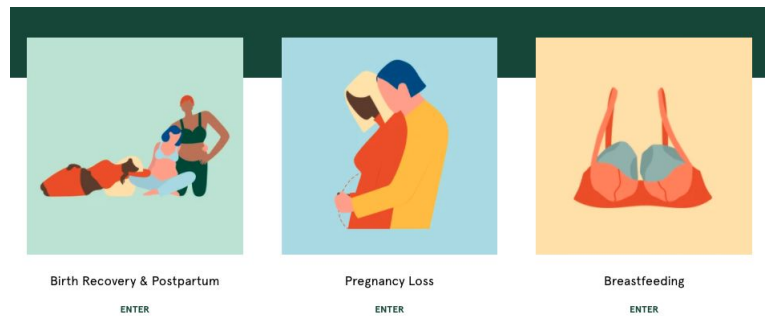
It's the first time that so many of our fastest-growing brands are in in one category – namely, Health & Wellness.

With one-third of brands making the category cut, it's clear that well-being is top-of-mind for consumers. **Bodily** (+156%), **WTHN** (+112%), **Core** (+110%), **FOLX Health** (+101%), and **Attention Grace** (+93%) all topped our list.

But these brands don't just fall under the Health & Wellness umbrella. They dive into often overlooked topics like earth-friendly bladder leakage products and postpartum self-care.

In addition to tackling tough issues, the brands employ minimalist design, unique messaging, and innovative methods of capturing traffic. While many brands spend heavily on paid search and display ads, Attention Grace, for example, uses a strong social media strategy that drives half of its traffic from social channels.

Bodily Screenshot



Q3 Desktop Traffic Growth to Attention Grace



2 Make kelp cool

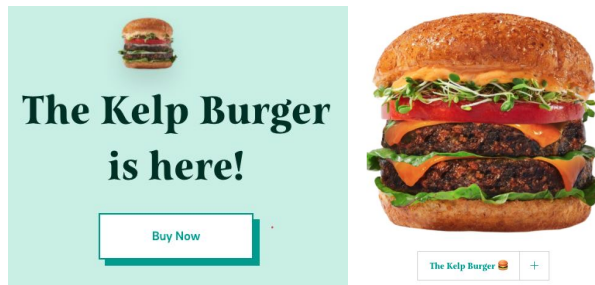
After listening to one too many podcasts about sustainable agriculture, it's exciting to see a kelp-based brand make our fastest-growing D2C list. While [interest in meat substitutes is increasing](#), it's far from levels of meat consumption in America.

Still, web searches for “**kelp burger**” doubled in Q3, driving a 709% gain for AKUA from that term alone. In fact, 95% of AKUA's traffic currently comes from searches for “akua,” “kelp burger,” or a combination.

But can the kelp-based brand go Beyond Meat?

To help move up the rankings, AKUA should target a wider range of search terms to boost traffic from discovery. With Impossible Foods and Beyond Meat receiving ~30x more search traffic, AKUA could start by targeting top search terms for these competitor sites, encouraging consumers already seeking meat alternatives to try kelp. It can also bid on branded terms such as “beyond meat.”

AKUA Screenshots



Q3 Search Traffic

	akua.co	vs.	impossiblefoods.com		beyondmeat.com
	Search terms (2,849)		Traffic ↓	Competitive traffic share	
1	beyond meat	43.5K	12.29%	100%	
2	impossible burger	26.1K	7.38%	100%	
3	impossible foods	14K	3.94%	100%	
4	impossible meat	10.8K	3.06%	99.3%	
5	beyond burger	8.7K	2.47%	100%	

3 Pamper baby and mama

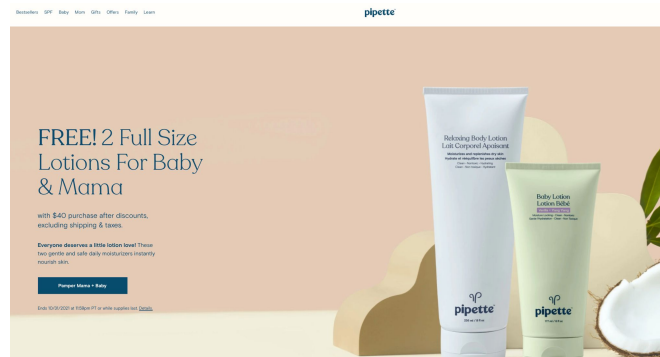
Up-and-comer **Pipette** (+80%) ranked among our top fastest-growing brands, signalling the debut of the Baby Care category on our list.

With a search volume of 3.796M, pregnancy-related searches hit a yearly high in September, after trending up since mid 2020. This growth is in-line with recent studies showing that the pandemic helped boost conception rates after first slowing them down. According to the [University of Michigan Health Lab](#), “the hospital is planning for a 10-15% increase in births over what would normally be expected in the summer and fall of 2021.”

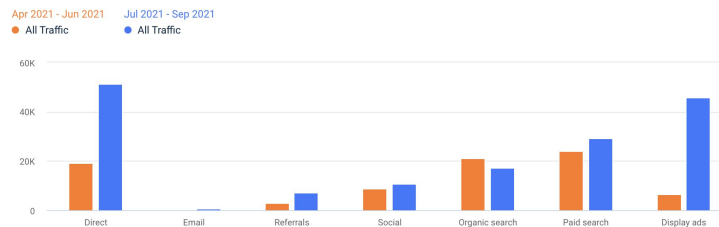
This uptick in births puts Pipette in an advantageous position. In addition to a 115% increase in direct traffic, Pipette invested significantly in display ads this past quarter, which strategically aligned with its target audience to drive traffic, appearing on [whattoexpect.com](#) and [refinery29.com](#).

Pipette sets itself apart from the rest, making a plea for both sleepy babies and sleepless moms with its products, which range from belly butter to baby balm.

Pipette Screenshot



Q3 Desktop Traffic Growth to Pipette



Q3 Top 25 Fastest-Growing D2C Brands – Part 1

RANK	BRAND	DOMAIN	AVG. MONTHLY VISITS	QoQ GROWTH	CATEGORY
1	OpenSea	opensea.io	5,471K	404.5%	Hobbies/Lifestyle
2	immi	immieats.com	47K	185.5%	Food and Beverage
3	Habit Skin	habitskin.co	29K	170.7%	Personal Care
4	Bodily	itsbodily.com	63K	156.2%	Health/Wellness
5	Argent	argentwork.com	40K	141.7%	Apparel/Fashion
6	Reggie	helloreggie.com	26K	141.5%	Pet Care
7	Onsen	onsentowel.com	84K	119.9%	Home and Appliance
8	Kokoon	kokoon.io	22K	111.9%	Hobbies/Lifestyle
9	WTHN	wthn.com	46K	111.5%	Health/Wellness
10	Core	hellocore.com	52K	109.6%	Health/Wellness
11	FOLX Health	folxhealth.com	147K	101.1%	Health/Wellness
12	NAADAM	naadam.co	161K	99.2%	Apparel/Fashion
13	Attention Grace	attngrace.com	36K	93.0%	Health/Wellness

Q3 top 25 fastest-growing D2C brands – Part 2

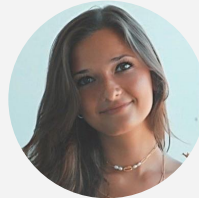
RANK	BRAND	DOMAIN	AVG. MONTHLY VISITS	QoQ GROWTH	CATEGORY
14	Kylie Cosmetics	kyliecosmetics.com	650K	92.4%	Beauty
15	No Days Wasted	nodayswasted.co	25K	91.7%	Health/Wellness
16	Happy Dance	doahappydance.com	87K	90.9%	Personal Care
17	Heights	yourheights.com	19K	90.3%	Health/Wellness
18	Varley	varley.com	43K	87.8%	Apparel/Fashion
19	WONDER VALLEY	welcometowondervalley.com	20K	82.7%	Food and Beverage
20	Vessel Health	vesselhealth.com	101K	82.2%	Health/Wellness
21	Dormify	dormify.com	289K	81.0%	Home and Appliance
22	Pipette	pipettebaby.com	224K	80.0%	Baby Care
23	STATE Bags	statebags.com	76K	79.7%	Apparel/Fashion
24	AKUA	akua.co	27K	79.5%	Food and Beverage
25	Axel Arigato	axelarigato.com	66K	78.3%	Apparel/Fashion

Meet the authors



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Appendix

Methodology

Similarweb's Top 25 D2C Brands breaks through the noise of D2C roundups by analyzing performance metrics to understand which sites are growing the fastest. Our goal is to help businesses and consumers understand which new brands are worth keeping an eye on.

We measure the QoQ performance of 2000+ brands to see which have the highest growth across categories. Results are limited to sites with at least 10K monthly visits to ensure brands have gained traction with consumers. The average QoQ growth for Q3 is 241%, a very impressive metric that's far greater than category performance.

2000+ D2C Sites Measured

10K Minimum Monthly Visits

241% QoQ Average Growth



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