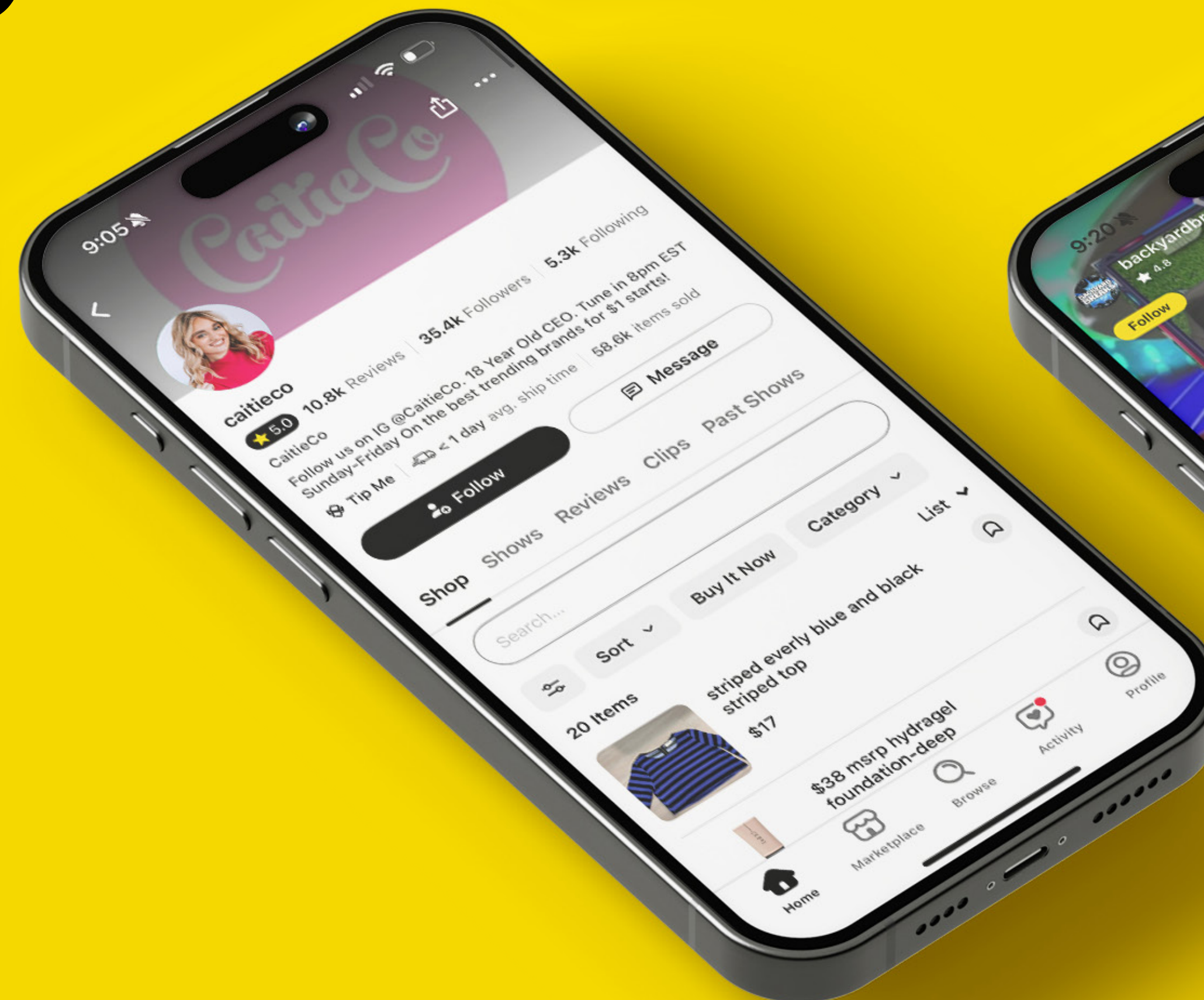


Live: The Future of Shopping



whatnot

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Foreword

By Andrew Busby, retail industry expert, speaker and author of best-selling retail book 'Harry Was Right All Along'.

The Covid-19 pandemic changed our shopping habits and our consumer behaviour, first in very obvious ways such as the closure of so-called 'non-essential' retail, then more subtly, as the immediate post-pandemic era merged with the cost-of-living crisis.

They say that necessity is the mother of invention, and so it was during the periods of lockdown when retailers found imaginative ways to reach their customers; perhaps the most effective of which was live shopping.

For many years, a tried and tested method of shopping in south-east Asia, notably China, out of necessity live shopping in the West became increasingly popular as a means for retailers to reach their customers whilst their doors remained closed. Early examples typically consisted of a smartphone and Facebook live. But even then, it was a means to engage and interact where otherwise it would not have been possible.

At the heart of retail is fundamentally human interaction, and live shopping initially was able

to replace 'in real life' in a way previously not envisioned. And it did so by creating that sense of community which is so vital for attracting and retaining customers.

But as with anything, live shopping did not stand still, evolving to become social marketplaces such as Whatnot.

Years ago, eBay introduced us to the concept of buying and selling online, building trust that in doing so, online is a safe place for us to conduct transactions. However, being humans, we wanted more; more interaction and more engagement and so live shopping 2.0 was born. *Live: The Future of Shopping*, delves into this and showcases the human side of online shopping through sharing case studies and anecdotes from buyers and sellers.

Fed by our insatiable digital appetite, live shopping is now becoming ever more popular. According to the report, 62% of Brits are sure that live stream shopping is the future of online shopping – rising to 78% of 18 to 29 year olds. Which in itself is extraordinary but perhaps not so much when one looks back on what that cohort sacrificed during the pandemic of 2020/21.

However, it is when observing the behaviour of buyers and sellers on the Whatnot marketplace and the items which are most popular, that it becomes even more fascinating. Because the dynamic at work here is the concept of collecting. And with that comes the need for a deeply personal experience, even more so when one considers that some are high value items. And by way of supporting that, the report found that 55% of Brits agree live shopping is the number one choice when buying high-value, collectible items online.

That 80's US sitcom, Cheers, was popular for many reasons, but one stood out and it related to the tagline the show used which was, "you wanna go where everybody knows your name". And that is the essence of the popularity of live shopping, especially buying and selling collectibles. It goes to the heart of what makes us human and what constitutes successful retail; a sense of belonging to a community – where everybody knows your name, and they're always glad you came.

Methodology

This report is based on results from an online survey, conducted in February 2024, of 2,019 nationally representative adults aged between 18 and 60 and over.

Findings were analysed using 27 different demographic cuts, including gender, (*when we refer to "women", "men" and "non binary" people, we include all people who self-identify as such*), age and region.

All data and quotes in this study are from these sources, unless otherwise noted. Whatnot engaged independent research company Perspectus Global to conduct and analyse research and findings.

Introduction

E-commerce stands firm as one of the biggest industries in the UK, and the world.

And as social media and the digital world evolves everyday, so does the online and offline shopping experience for Britons. The most recent e-commerce development is livestream shopping – fresh, fun, and whilst dominating in Asia and starting to take off in the US, still relatively new to the UK.

History of shopping

1453

Britain's oldest working shop, The Tulip Tree, opened during Henry VI's reign.

1991

The World Wide Web was invented by British computer scientist Sir Tim Berners-Lee as a method of sharing research more easily.

1994

Amazon was founded by Jeff Bezos from his garage.

2007

Launch of the iPhone from Apple.

2019

Online sales narrowly surpass general merchandise stores for the first time globally.

1982

The first online marketplace, Boston Computer Exchange, opens for business.

1993

QVC, the first full-time television shopping channel, launches direct to UK homes.

1995

WHSmith took the UK's first secure online order.

2016

Livestream shopping launches with the introduction of platforms like Alibaba's Taobao Live in China.

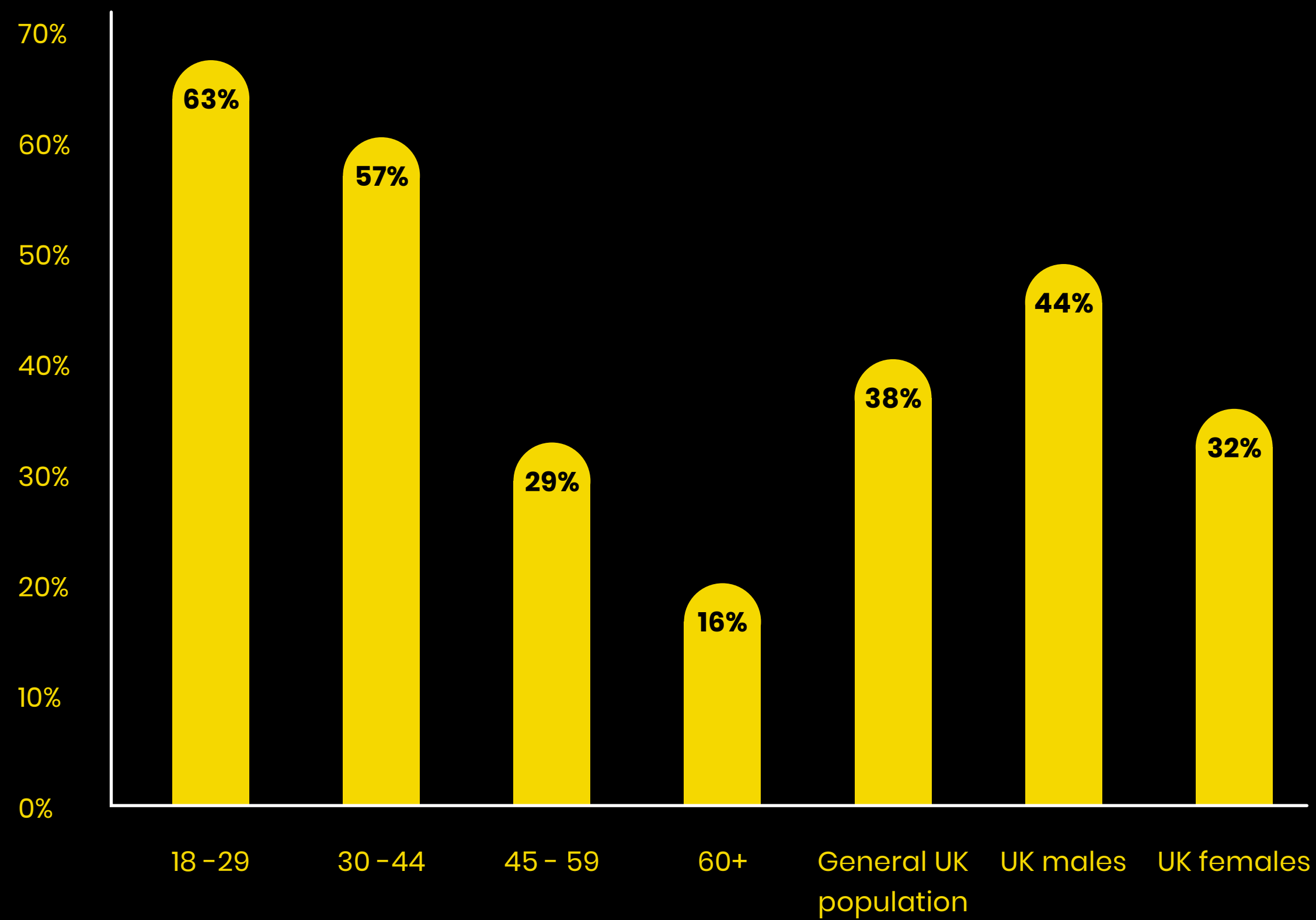
The beginnings of livestream shopping can be dated back to 2016 in Asia, and has since steadily grown during the last eight years, an industry which McKinsey has forecast 10–20% of all ecommerce to come from by 2026. Offering digital communities a hybrid shopping experience, whereby they get a curated in-store customer experience on the small screen at the touch of a button.

In addition to being able to better understand what you're buying and see it in context, interact with sellers, and build a community with like-minded people Forbes states¹, "by combining the allure of livestreaming with the ease of internet shopping, retailers have created a dynamic and interactive platform for customers".

So, what is livestream shopping?

Livestream shopping is a type of e-commerce where brands and individuals sell products through videos which are streamed live and direct to their customers via a digital platform or app. It's a fun and personalised way to shop with buyers and sellers connecting in real time to chat, build relationships, and run live virtual auctions. Anything can be sold on a livestream as long as there's a willing buyer - from Pokémon cards and comic books to women's fashion and live plants.

Who has used a livestream shopping platform before?



The social aspect of live shopping provides an open invitation to meet like-minded people who are passionate about the same hobbies and products as you. Instead of the lone experience of buying through a website, a livestream event invites the shopper to engage with a community of people, just as thrilled by Harry Potter or Nike Air Max.

Platforms such as Whatnot have specialised in fostering this connection - bringing together enthusiastic buyers with a set of passionate, knowledgeable sellers and their highly-curated catalogue of passion-led products. The interactive nature also allows questions to be asked and products to be seen up-close and from different angles, giving sellers the confidence to bid and buy.

Retail expert Andrew Busby says “the demographic breakdown of livestream platforms reveals that this is a way of shopping which is only going to grow in popularity. Young millennials and Gen Z especially, expect to consume and engage with brands digitally, however, the attraction of livestream shopping is that it elegantly combines this digital connection with a very human element.”

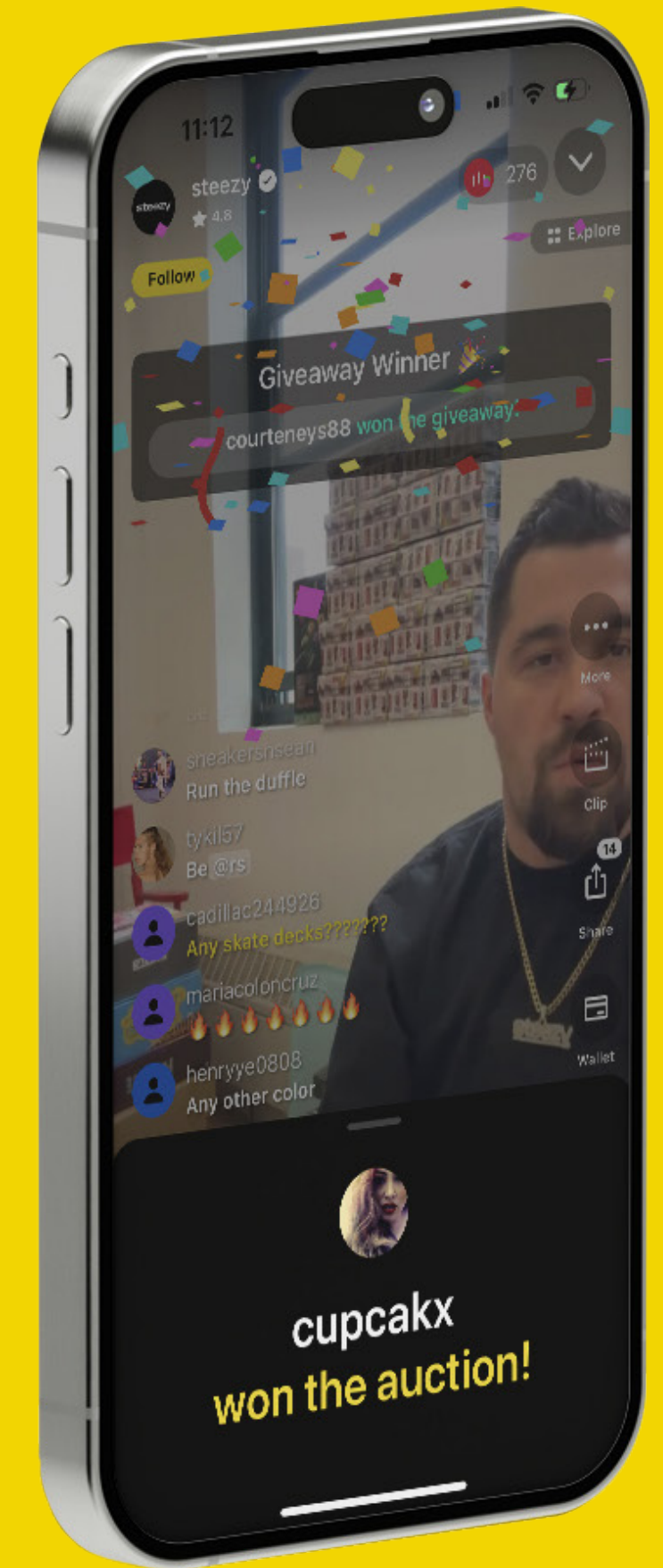
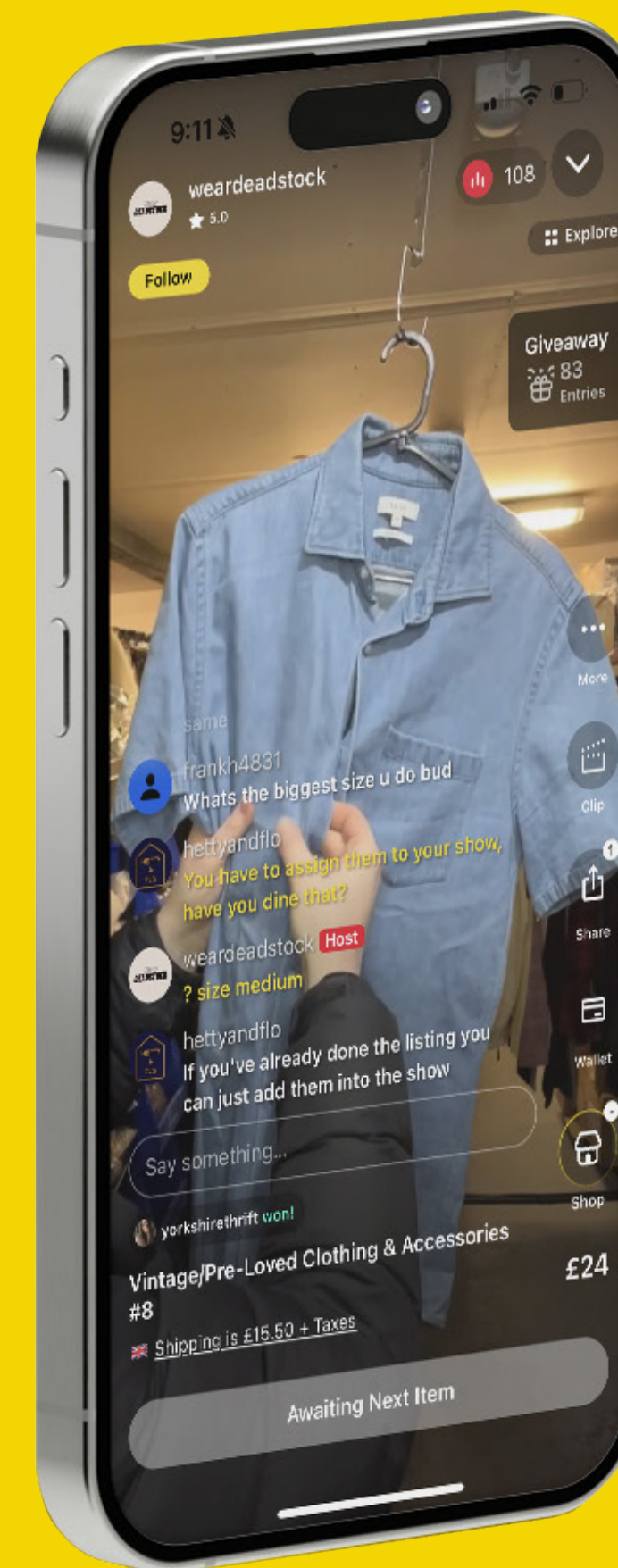
Which is why over half of Britons (*57 percent*)² would choose livestream shopping when buying a collectible worth over £50.00. Plus it translates to more sales, as data reveals that Britons spend more on products purchased on livestream shopping platforms - up to 24 percent³ more on average - when compared to the usual shopping experience.

“The blending of community and commerce is at the heart of live shopping. The connection buyers and sellers feel when they find a community of people who share their same love of comic books or Pokémon memorabilia is the very reason myself and my co-founder Logan Head started Whatnot in 2019, which began as a marketplace for Funko Pop collectors, and has since grown to offer a multitude of categories including trading cards, comic books, and memorabilia to fashion, beauty, electronics, and even live plants”, says Whatnot founder Grant LaFontaine.

“As we enter Whatnot’s second year in the UK, and our fifth year since inception, we wanted to showcase the predicted growth of the newest, most innovative form of retail, and why 25 million Britons⁴ are already streaming, selling and buying through live shopping.”

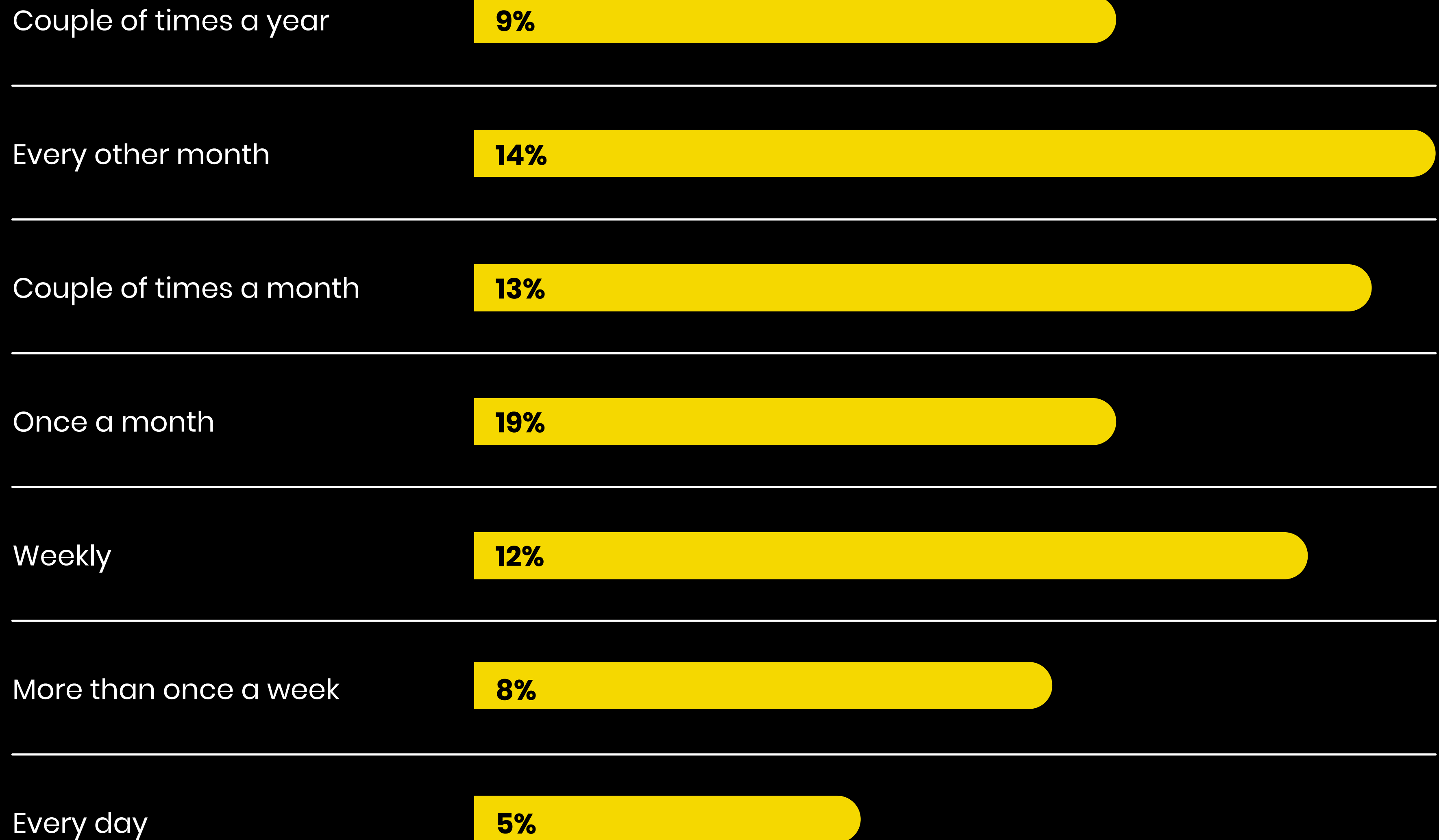
Globally two million hours of live streams are watched every week on Whatnot.

That's the equivalent of watching 5.5 million episodes of Pokémon, or over 1.3 million football matches.



70% of Londoners
- 6.8 million
people - are
active livestream
shoppers.

How often do they
tune in?



The rise of Culture Collectors: who are they and what are they buying

Culture Collector

[noun]

Definition: A person who invests in collecting unique objects or memorabilia from popular culture as a hobby.

Source: Whatnot

Collecting has existed as far back as 3000 BC, started by the Ancient Egyptians who collected books, and aristocratic Italian Renaissance families collecting art. Once seen as a hobby reserved for the super-rich, in 2024 collecting has taken on a whole new meaning. With communities who connect on internet platforms such as Reddit unlocking information and access to any and every interest, and the recent acceptance of 'Nerd Culture' inviting niche passions into mainstream culture - suddenly collecting is accessible.

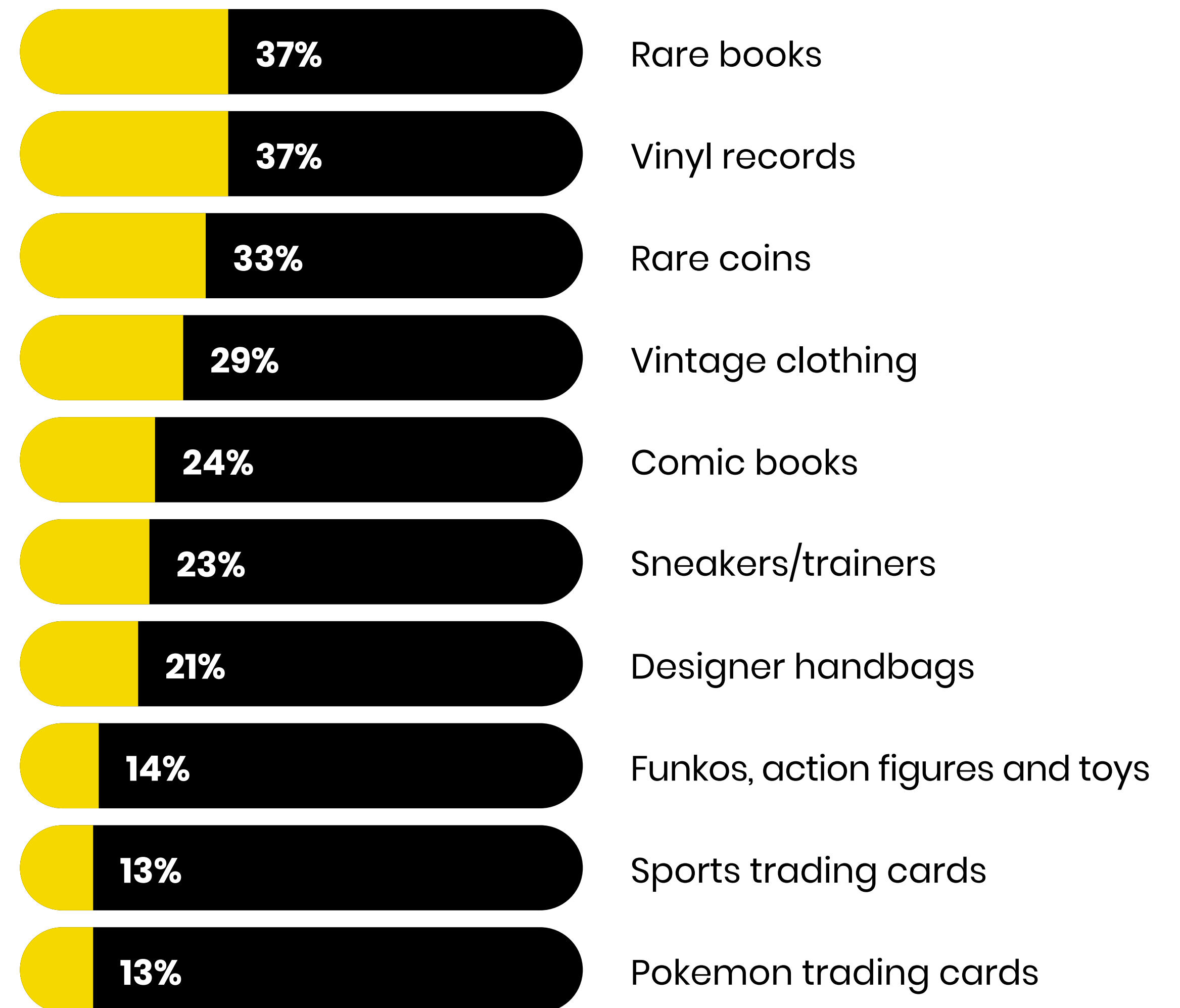
In fact, one in four (24 percent) Britons think collecting has become cool, whether that be Pokémon cards, Barbies or retro sportswear.

For Gen Zs, four in ten choose to collect because it's their passion (38 percent), and reveal they love talking to people who are into the same things as they are (38 percent)⁵.

But, how is livestream shopping breeding the rise of Culture Collectors, and what are they investing in? According to our research, the most interesting things to collect are rare books (37 percent), vinyl records (37 percent), rare coins (33 percent) and vintage clothing (29 percent)⁶.

In the same way vinyl sales were revived a few years ago - so much so that the Office for National Statistics advised they should be used to calculate national inflation figures for the first time since 1992 - rare coins have shot up in demand, being led by "hard money" enthusiasts. Last year the Royal Mint revealed the limited-edition coins which can fetch for hundreds of pounds above face value, such as the 2009 Kew Gardens 50p coin and the 2011 Aquatics 50p coin, minted ahead of the 2012 London Olympics.

Top ten coolest items to collect, according to Britons



Suzette, a 31 year old livestream shopper from Devon, known as **@Suzettelily92** on Whatnot, shares that she chooses to live shop to add to her personal collection –

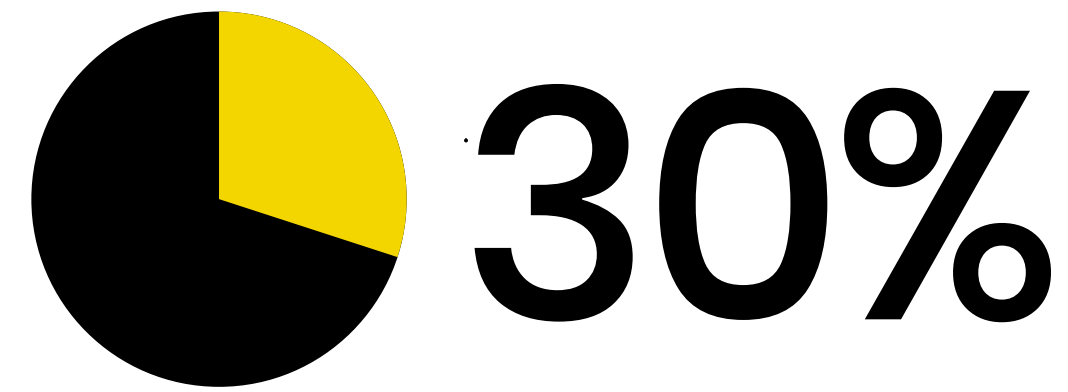
"I rarely sell things nowadays. Before Whatnot I was just collecting for resale, but the platform has made me fall in love with cards again and I keep them for personal use now. This is especially true for buying packs of Pokémon, which I much prefer buying on Whatnot than in-store. One of my most memorable purchases was a pack of Pokémon Chilling Reign. My chase was the golden Snorlax and during a box break, where you buy cards without knowing what they might be, the seller Professor Dan only went and managed to pull it for me. It was such a massive highlight for me, and then when I got it graded it came back as PSA 9. It's something I'll never, ever sell."

What's behind the rise of Culture Collectors? When asked why they collected, Britain's collectors expressed their view that community was king – with over a quarter (27 percent) saying they love being in touch with other people who like the same things as they do. And almost a quarter (23 percent) are in agreement that searching for items online is like going on a 'treasure hunt'⁷.

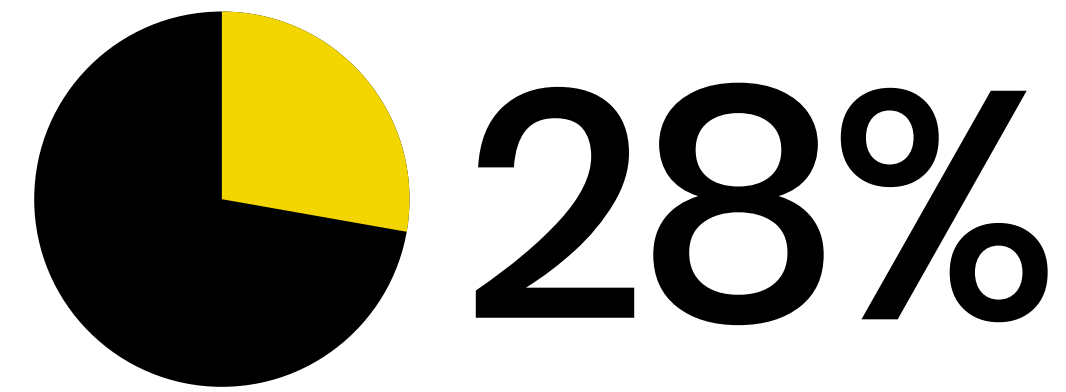
Retail expert Andrew Busby acknowledges the power of community in retail, saying: "Retailers are fond of loyalty programmes for obvious reasons, however, the real loyalty today is in creating a sense of community, and this is what makes livestream shopping so popular. This was the philosophy Harry Selfridge espoused when he opened his eponymous store on Oxford Street back in 1909, and it still holds true today."

Three in 10 (30 percent) collectors describe it as their passion, while 28 percent enjoy the nostalgia, admitting it takes them back to their childhood. **And importantly, a quarter (25 percent) recognise collectibles' growing monetary value.**

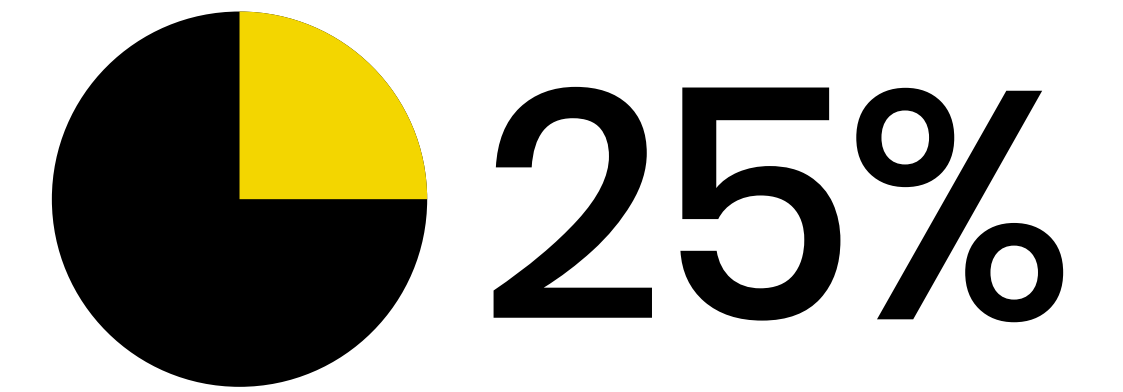
Why do Britons collect?



It is my passion



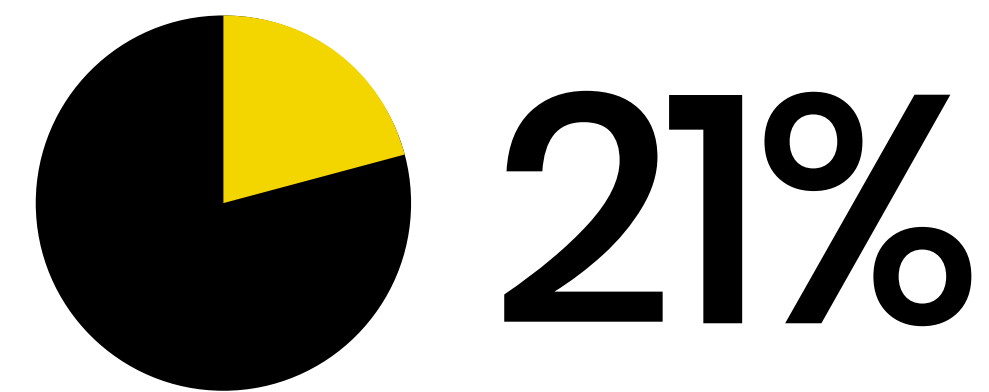
As a nostalgic memory connecting to my childhood



It is growing in value and popularity



As a financial investment



To sell on or for profit



To pass onto my children

Swapping 9-5s for streaming:

Meet the sellers who've turned passions into professional careers

With over 200 products sold every minute on Whatnot globally, there is big money to be made. As 2023 proved the bedroom side-hustle has potential to outlive lockdown and become the only hustle, we hear from the entrepreneurs quitting their 9-5s to become full-time livestream sellers, and Britain's appetite for trying out livestream selling themselves.

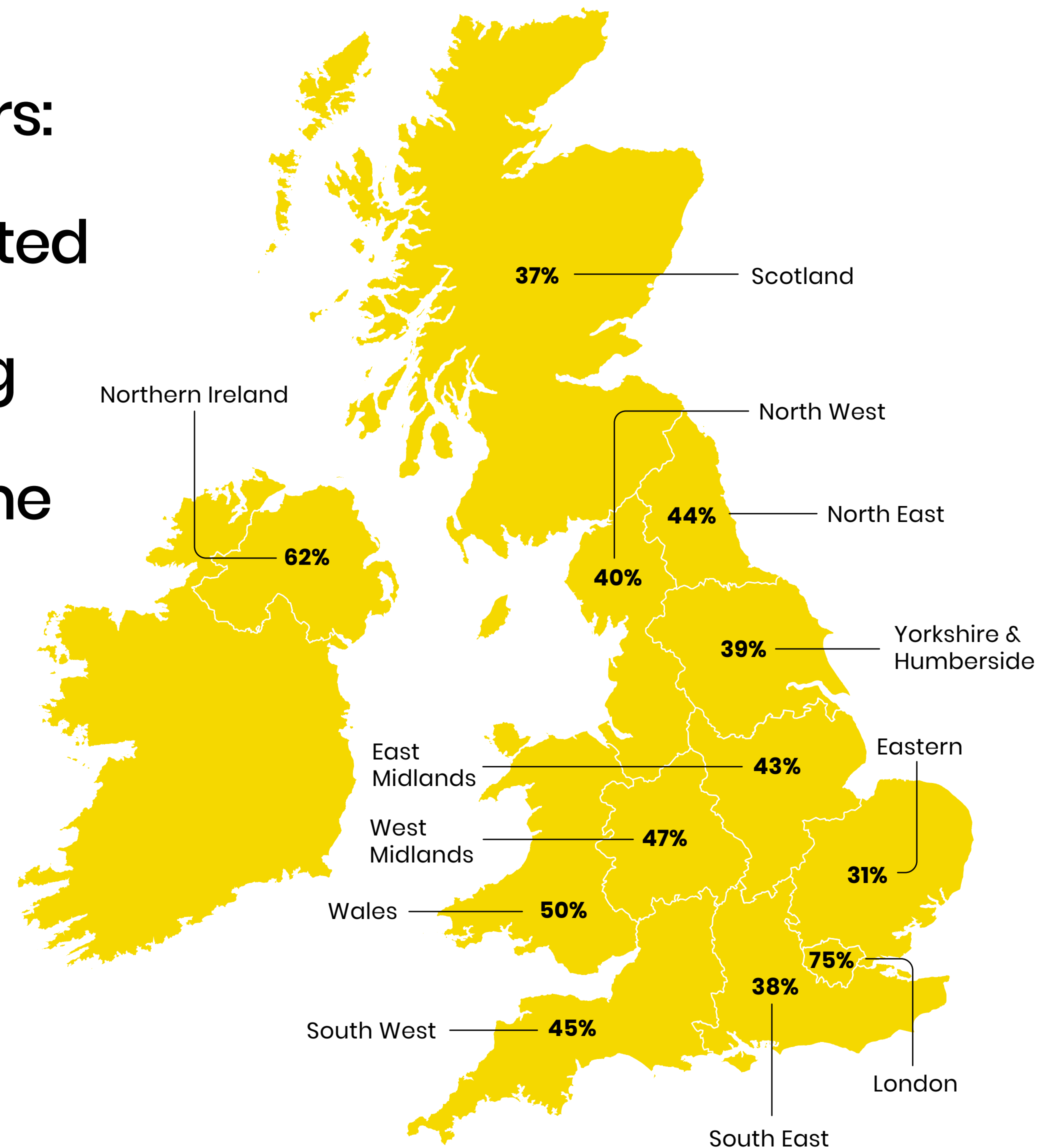
Since launching in the U.K. just over a year ago, the top 10 U.K. sellers have sold nearly £6 million in merchandise combined, with one sports card seller generating nearly £1.7M in that time

Whilst the platform's highest-earning livestream in the UK to date saw an impressive £40,000 worth of Pokémon cards sold - and in less than four hours.

Given our evidence on the rise of Culture Collectors, we discovered that more than one in ten (12 percent) Britons see potential in turning their collecting hobby into a business. In fact, 24 percent of the nation - 16 million people - would consider using livestream shopping platforms to sell items personally or professionally, while a fifth (20 percent) of 30-44 year olds are already doing so.

"In 2023 we saw nearly 5.5 million hours of live streams hosted by our sellers globally - a huge increase of 75 percent year on year since launching five years ago. When you think this is the equivalent of 605 years of livestreaming crammed into 12 months, it sums up the worldwide appetite for this new way of shopping", says Whatnot founder Grant LaFontaine.

Should-Be-Entrepreneurs: The regions most interested in turning a hobby selling items online into a full-time business





What's selling on Whatnot?

The highest-value category in the UK in 2024 is Sports Cards, whether it's retro Panini football cards or a limited-edition NBA Michael Jordan card. On average Sports Card sellers make £228 per hour and go live 6.5 hours every week. That's £1,482 for less than a day's work, not bad.

"Despite only launching Whatnot UK at the end of 2022, we're already seeing a growing breed of dedicated sellers going live daily with ambitions to make it their full-time career", says Daniel Fisher, UK General Manager at Whatnot. On average UK sellers livestream for 2.5 hours a day, and currently almost 1 in 10 are full-time sellers earning a minimum of £5,000 a week.

Retail expert Andrew Busby comments on the sellers success, saying: "The figures are truly impressive, with many sellers earning thousands of pounds a week on Whatnot. The combination of collecting and community is proving irresistible."

Aaron, a 35 year old livestream shopping seller from Essex, also known as @Baller_Breaks_UK on Whatnot, says of his transition from part-time to full-time selling: "I used to work as an Area Manager for a leading UK gym, managing the gym facilities within London, but picked up Sports Card selling on the side. It took off on Whatnot and now I earn between two to three times more than what I earned in my previous role. It's a huge increase in my overall monthly income and has massively helped to change my life."

Sam, a 32 year old part-time livestream shopping seller from Merseyside and on Whatnot as @comicsam292, currently sells comics as a side hustle at the moment, making around £2,000 per month over the last year. On his aspirations to make the switch, Sam says "This is a second income for me and my family. Most definitely a side hustle at the minute. But watch this space. Whilst I still take home more earnings in my full-time job, the goal is to make livestream shopping work so I can quit and focus on my business."

Our consumer research revealed what motivates people to sell items through livestream shopping platforms like Whatnot. The top reason was the ability to interact with buyers, with 48 percent saying this is why they sell via livestream.

The lower risk of returns or complaints, due to customers being able to view live content before purchasing, is also key for almost four in ten (37 percent) sellers.

And when comparing livestream shopping to a more traditional online shopping experience, over a third (32 percent) enjoy the use of entertainment and live conversation to help better sell products, while 31 percent love building a social community of like-minded sellers and customers.

In comparison, the study also revealed that almost a third of Britons (29 percent) have been put off buying products on websites like eBay and Depop as the static imagery and descriptions have been poor quality.

The benefits of selling through a livestream platform can be lucrative too, as on average, consumers expressed that they are willing to spend up to 24 percent more on an item when shopping via livestream vs traditional online browsing. And for 30-44 year olds, this number rose to 33 percent, while 18-29 year olds would spend a further 31 percent on average.

Ultimately, almost half (48 percent) of Britons see the advantages of switching a part-time hobby selling products online into a slick, full

time business in the future. With seller success stories such as Adam and Aaron's, we expect to see more consumers dipping their toe into the livestream selling market.

One of Whatnot's longest-standing UK sellers, Adam, 30 from Yorkshire, known as @Yorkshirecollector on Whatnot, sells Sports Cards and Trading Card Games full-time after leaving his previous career as a pharmacist and pharmacy manager. Adam says "I am earning more now than I was as a full-time pharmacist manager, the main difference being the earning potential is effectively uncapped!"

"I sell over 2,500 items a month. The livestream aspect accelerates sales, often with the ability to condense a large number of sales into a short space of time. Many of my sales are when I open individual boxes of cards. Last Halloween I sold a £10,000 Paris Saint Germain Topps Chrome box split between buyers all across the world within two hours. From within that box of cards one buyer received an Mbappe Autograph card worth roughly £8-12k. It's such a thrill experiencing these moments live, and most importantly getting to share the highs with my customers."

Holographic Charizards, Versace clutches, and original X-Men comics: sourcing the next investment piece

A new stream of collectible investments have emerged within popular culture, from vinyl editions of Taylor Swift's re-recorded albums to original Marvel comics, and artist and Whatnot collaborator Post Malone's personal collection of Magic: The Gathering cards.

The demand to source, bid and curate a collection of niche memorabilia for these items is feeding into the rise of livestream shopping, with Whatnot reporting **global consumers spend an average of over 80 minutes a day watching live streams on the platform. Which compared to Netflix's global streaming average of 200 minutes per day, shows livestream shopping is just as much of a habitual source of entertainment for some consumers⁸.**

Collectors are not just superfans – they are also savvy investors. And more than half (*55 percent*) of Britons said that livestream shopping is the best platform to buy high-value collectible items online.

With volatile markets, high mortgage rates and rising inflation creating too much risk, Britons are looking at alternative ways to invest their money, make outsized returns and beat inflation.

4 in 10 (39 percent) Britons are considering investing in collectibles – whether trading cards, designer handbags or figures and toys – over traditional investment methods like property or stocks and shares.

This figure rises to 60 percent of the 18–29 year olds, and 55 percent of 30–44 year olds – indicating that the investors of the future might well have store cupboards full of sneakers, rather than cellars full of wine.

But why do people want to invest in sneakers over stocks and shares? The majority of collectors (*28 percent*) said they want to see and enjoy the things they are investing in – something which livestream shopping formats are perfectly suited to.

A quarter (*24 percent*) also want to invest their hard-earned cash in their personal passions and hobbies, while 23 percent find these collectibles to be more accessible to buy and sell.

And during a time of financial instability, investing in collectibles is particularly beneficial, as 1 in 5 (*21 percent*) appreciate the lower entry price point for investment, while 18 percent insist they are recession-proof.

Property vs Pokémon, sneakers vs stocks: Why consumers are more likely to invest in alternative methods over traditional investments



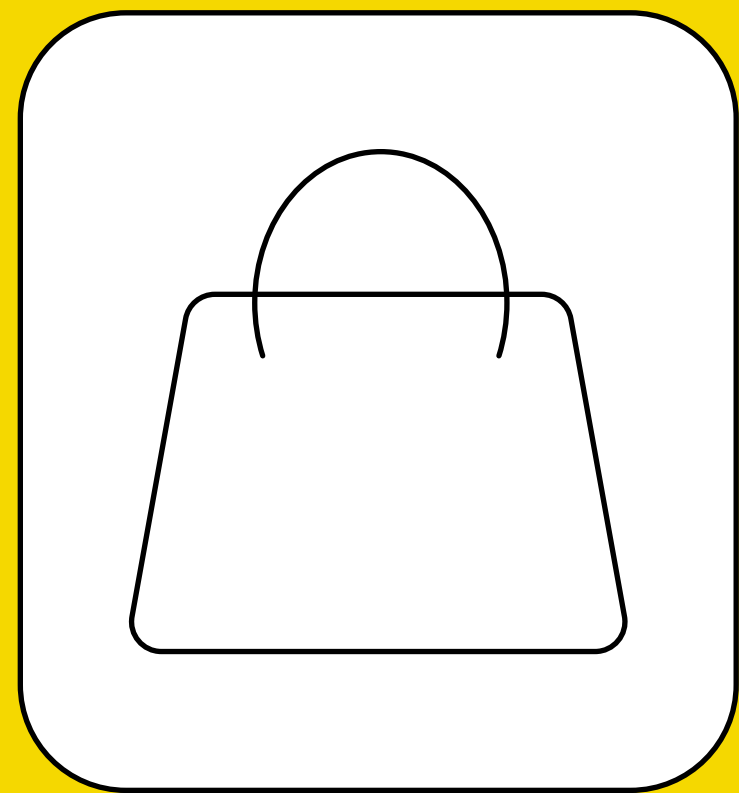
When it comes to the collectible investments we're most likely to buy through livestream shopping platforms, vintage Chanel handbags came top (12 percent). Almost one in five (18 percent) women voted for this, and perhaps more interestingly, one in twenty men (six percent) agreed they would also invest in a Chanel bag, revealing the power and status that archival designer bags hold for all.

And these luxury goods can summon the same funds as a house deposit, with one of Whatnot's most expensive handbag sales being a Hermes 2017 Epsom Mini Kelly for \$27,899.

New and pre-owned luxury specialists Bethany Slack (30) and Austin Aubrey (39) of @theluxurypickers have turned their passion into a full-time career thanks to the demand of pre-loved luxury skyrocketing in recent years. They find livestream shopping is the best format for this category - Bethany says "On average we currently sell between 600-800 items a month, making around £12-15k. Previously on other marketplace platforms selling 50-100 items a month would have been huge for us."

"We love how livestream shopping inspires you to be creative with selling methods, and ultimately, just have fun. Just last month, we roadtripped from Somerset to London to find the original Vivienne Westwood Store. We bought an exclusive piece inside and were so excited to tell our customers we began selling it outside the store in an online 'pop-up' format. Starting at £1 meant we gained well over 100 viewers in a totally unplanned five minute livestream."

Top five collectibles consumers would buy via a livestream shopping experience



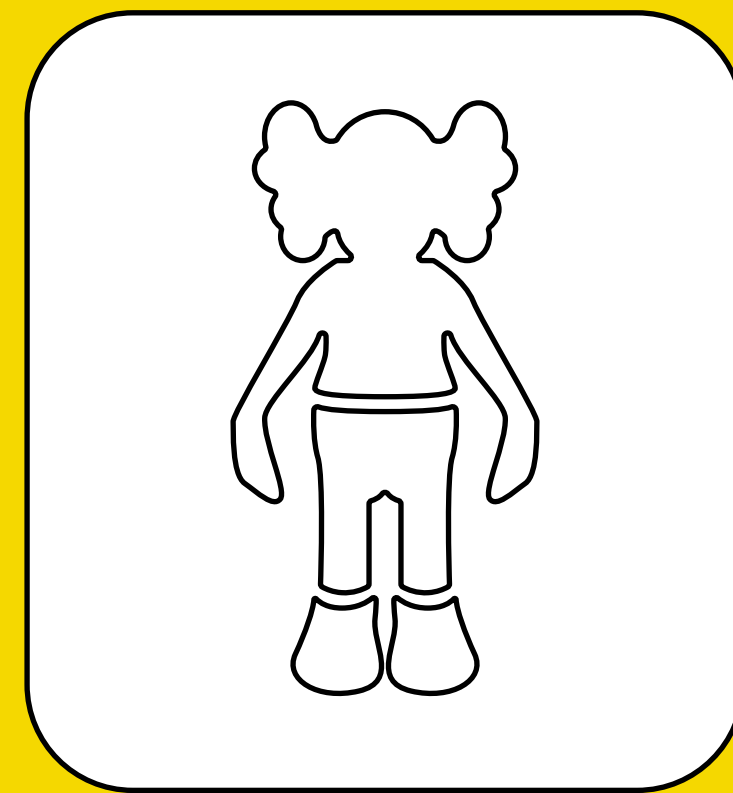
12%

Vintage Chanel handbag



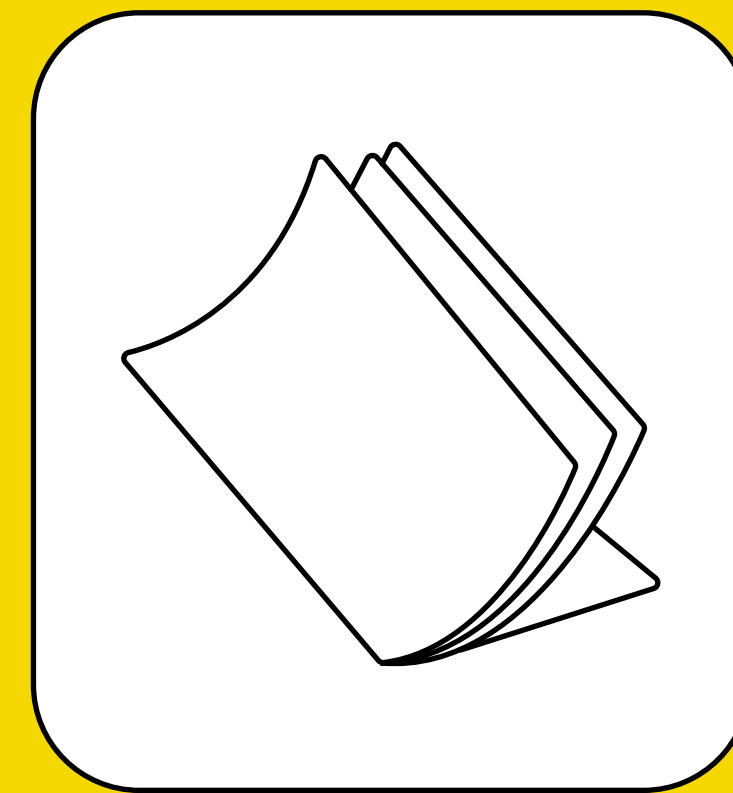
11%

Limited edition pair of sneakers/trainers



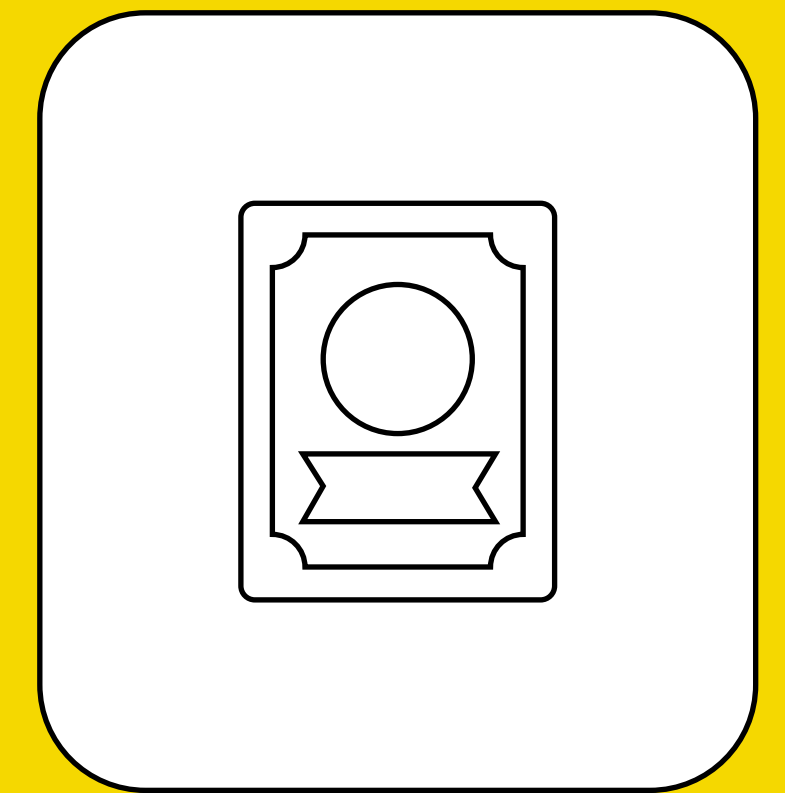
9%

Discontinued, collectible toy



8%

Rare edition Marvel comic book



6%

Collectible sports card of favourite football players

Finally, we asked consumers specifically what they have previously purchased as an investment piece. These findings indicate further the growing interest in collecting for investment purposes and include vinyl records (15 percent), rare coins (15 percent) and vintage clothes (13 percent).

1. **Rare coins** ————— **15%**
2. **Vinyl records** ————— **15%**
3. **Vintage clothing** ————— **13%**
4. **Sneakers/trainers** ————— **12%**
5. **Designer handbag** ————— **11%**
6. **Rare books** ————— **11%**
7. **Comic books** ————— **10%**
8. **Figures, dolls and toys** ————— **10%**
9. **Bottle of vintage alcohol** ————— **8%**
10. **Sports trading cards** ————— **7%**





Providing online shopping with a friendly face

With online shopping usage continuing to rise, unfortunately the level of consumer trust is simultaneously falling. Lloyds Banking Group revealed last year that an estimated £27m is being lost by consumers through purchase scams each year, with a shopping-related scam taking place every seven minutes in the UK⁹.

As new peer-to-peer marketplace platforms are popping up every month, consumers understandably are wary of who they are buying from and the quality of the product.

However, shoppers are seeing the advantage of livestream shopping over other online shopping platforms as providing a more controlled environment and a friendly face that other platforms don't provide.

Almost four in ten (36 percent) Britons agree that livestream shopping is a more trustworthy and controlled environment because shoppers can see the products live before buying them. Over a third (34 percent) appreciate being able to ask questions live, meaning they can make a more informed decision about their potential purchase.

And the risk of buying from an unreliable buyer is minimised, because 29 percent believe it's a real advantage to be able to see exactly who they are buying from.

Equally this seller-buyer relationship provides a better experience for the independent businesses involved too. For luxury fashion sellers Bethany Slack and Austin Aubrey (@theluxurypickers), this relationship was crucial to building their business. Bethany says that "the ability to engage with other sellers, and customers on the same level is priceless. You can build that sense of trust, and understanding of what both offer. We did our first wholesale show, something we wouldn't have considered without the community support and knowledge we've developed via Whatnot".

1 in 5 Britons miss the social occasion of shopping with friends'

Livestream shopping also has the ability to break through the fourth wall, bringing back some of the enjoyment that in-store purchasing brings in the comfort of shoppers' own homes. While 21 percent of Britons admit they miss the social occasion of shopping with friends, livestream shopping can help to reinstate this, allowing shoppers to meet new

people and join a community of like-minded others. And a quarter (25 percent) of Britons aged between 18 and 44 already enjoy engaging with a platform's community.

'Half of consumers think livestream shopping mirrors an in-store shopping experience with a sale assistant'

Significantly, one in two Britons (50 percent) believe that livestream shopping platforms deliver a similar experience to shopping in-store with a sales assistant. And this seems to ring true even more so for young Britons, with an incredible two thirds (66 percent) of the 18-29 year olds agreeing that livestream platforms recreate a real life in-store experience.

Livestream shopping buyer, Suzette (@SuzetteIily92), loves the unique social aspect of it, saying "It's just amazing to watch a seller open a pack of cards live and see how happy everyone is for you when you hit something amazing. It's nice to buy packs online and open them at home yourself, but something is just different when ripping packs with the friends you've built up online."

And four in ten (40 percent) enjoy being able to shop online at any time of day or night, with no need to adhere to strict opening hours that bricks and mortar stores naturally offer.

"It's clear that there is surging interest in livestream shopping. However, at Whatnot we understand that a key challenge across all online shopping platforms lies in buyer and seller protection and building trust with both of these users" says Daniel Fisher, UK General Manager at Whatnot. "We're confident that the set-up of livestream shopping naturally creates a more controlled, transparent way to shop with the sellers and their products being front and centre. We're consistently working on methods to further increase buyer and seller protection and minimise the risk of scams or returns, of which the industry reports are 40% less likely to occur when livestream shopping¹⁰."

How Whatnot protects its seller & buyer community

Sellers

Chargebacks

Whatnot takes product authenticity seriously and has a number of measures in place to protect buyers from counterfeits and inauthentic sellers. Whatnot has zero tolerance for any seller that misrepresents the authenticity of any item and takes immediate corrective action to resolve it.

Buyer Verification

Sellers can require buyers to be Whatnot Verified Buyers in order to bid or enter giveaways in their shows to protect them from abuse.

Trust and Safety Seller Metrics

Sellers can see their order fulfilment stats in real-time to make sure their shipment times, fulfilment rates, and cancellation rates aren't negatively affecting their business.

Buyers

Product Authenticity

Whatnot takes product authenticity seriously and has a number of measures in place to protect buyers from counterfeits and inauthentic sellers. Whatnot has zero tolerance for any seller that misrepresents the authenticity of any item and takes immediate corrective action to resolve it.

High Value Reimbursement Policy

If a buyer purchases a high-value hit card through Whatnot and it is missing from their shipment, Whatnot will reimburse them at the market price of the card.

Rigorous Vetting & Live Seller Verification

Whatnot has a rigorous vetting process where sellers have to qualify across a number of requirements before onboarding as a seller on the platform.

Selling in three dimensions and shopping influencers: the future of livestream shopping

Andrew Busby, retail expert, says: "Livestream shopping on platforms such as Whatnot are proving increasingly popular and are being embraced by UK shoppers. The combination of community and collecting in a trustworthy environment is proving irresistible. And notably, demographically, it is the younger generations who are embracing it the most. More than merely shopping, livestream platforms allow for social interaction whilst maintaining an appeal for digital natives".

62% of consumers believe livestream shopping is the future, and 8 in 10 Gen Z's agree

Whilst retail experts are predicting live shopping is here to stay, the sentiment is met across consumers as well. 62 percent of British consumers believe that livestream shopping is the future, this rises to 8 in 10 (78 percent) of 18-29 year olds. And throughout our research, the results consistently illustrate that the younger generation has a strong understanding of the potential of livestream platforms as key to the future of shopping.

Andrew Busby, retail expert, says: "Livestream shopping on platforms such as Whatnot are proving increasingly popular and are being embraced by UK shoppers. The combination of community and collecting in a safe environment is proving irresistible. And notably, demographically, it is the younger generations who are embracing it the most. More than merely shopping, livestream platforms allow for social interaction whilst maintaining an appeal for digital natives".

Livestream shopping has the ability to engage, and we believe that this merging of commerce and community is key to the future of retail. It's an exciting time of change and development, but with that comes a

responsibility to both our sellers and buyers, as well as careful maintenance of the livestream experience to reach its full potential.

Whatnot seller Adam (@Yorkshirecollector) agrees the future is live: "I can only see livestreaming growing; we live in a world where convenience is key, and live streaming provides that but with a personal touch, in an environment where buyers and sellers can really forge strong relationships which result in much better seller trust and platform loyalty".

"Currently, on a global scale, we're seeing two million hours of livestream being watched every single week, with viewers spending an average of over 80 minutes a day watching livestream shopping. This shows how in a short space of time it's really taken off and become a daily ritual in so many consumers' lives. These numbers are set to rise significantly over the next few years, as livestream shopping continues to dominate the online shopping space, and platforms like our own grow into new markets and categories, and develop an even more engaging, seamless experience for all", commented Whatnot founder Grant LaFontaine.

What is Whatnot?

Whatnot is the largest livestream shopping platform in North America and Europe to buy, sell, and discover the things you love.

It's a fun and personalised way to shop online, where buyers and sellers connect in real time to chat, build relationships, and run live auctions. From collectibles, like trading cards, rare coins and one-of-a-kind comics, to clothing, sneakers, and more, Whatnot has something for everyone and enables anyone to turn their passion into a business.

Founded in 2019 by collectors Grant LaFontaine and Logan Head, it has quickly become the fastest growing marketplace in the US, and has already expanded to Canada, the UK, France and Germany.

www.whatnot.com

[@whatnot](https://www.instagram.com/whatnot)

[@whatnot_uk](https://www.instagram.com/whatnot_uk)



Conclusion

The data and narratives we've explored underscore a remarkable shift in the retail landscape—a shift that is fundamentally redefining the way we think about buying and selling in the digital age. Livestream shopping, once a novel concept, has burgeoned into a powerful force in e-commerce, blending the immediacy and interactivity of live video with the convenience of online shopping. This fusion has not only created a new frontier for retailers and entrepreneurs but has also opened up a wealth of opportunities for consumers looking for more engaging, authentic, and personalised shopping experiences.

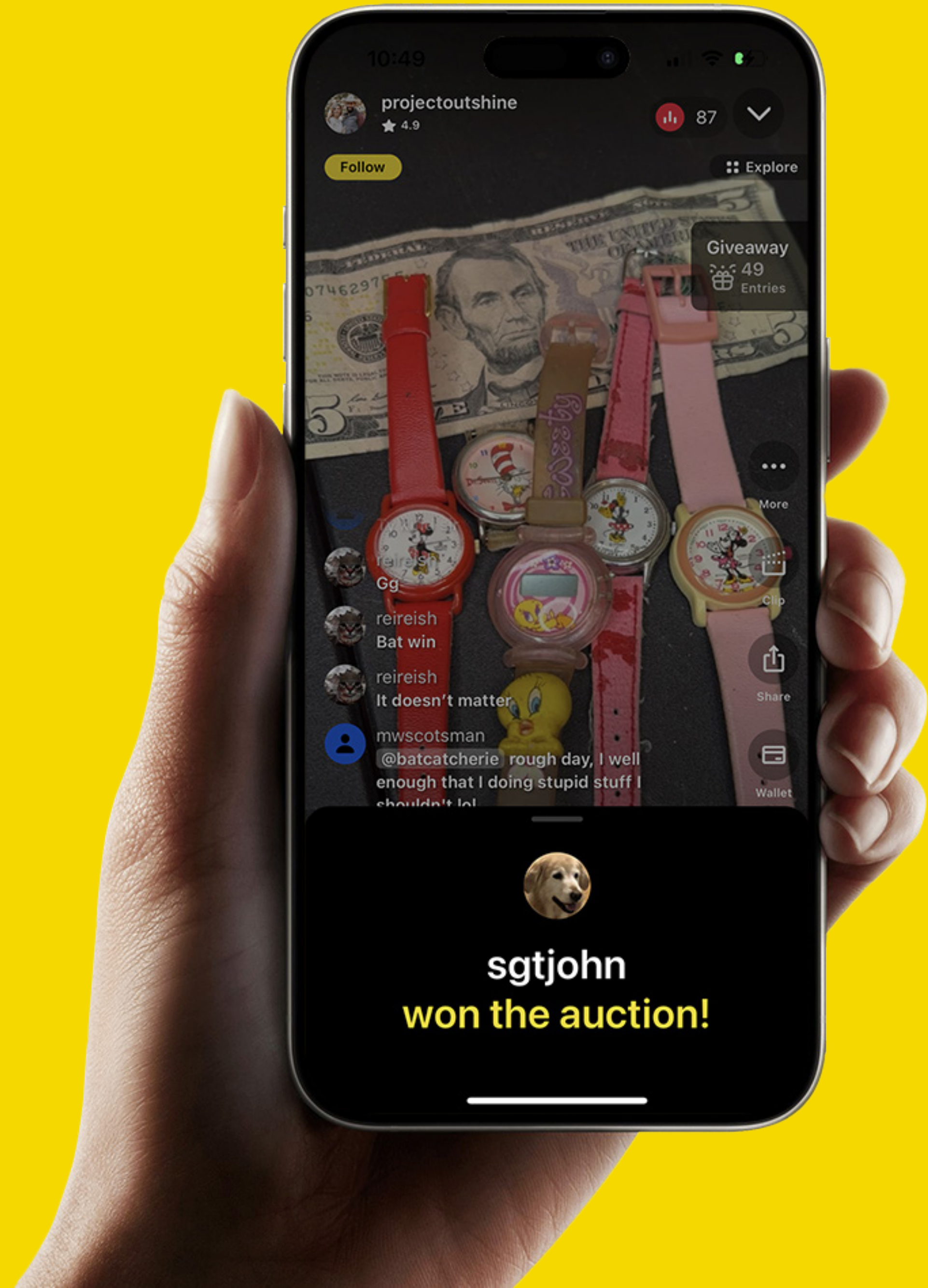
The UK market stands at the cusp of a significant transformation. With livestream shopping's rapid adoption, fueled by technological advancements and changing consumer behaviours, we are witnessing the birth of a new era in e-commerce. This evolution is driven by the desire for connection and community, aspects that traditional online shopping platforms often lack. Livestream shopping addresses this gap by offering a dynamic and interactive platform where sellers can showcase their products in

real-time, engage with customers through live chat, and build relationships that transcend the transactional nature of conventional e-commerce.

For sellers, the opportunity is immense. Livestream shopping allows entrepreneurs, artists, collectors, and retailers of all sizes to reach a wider audience, build their brand in real-time, and create a loyal customer base through the power of storytelling and interaction.

For buyers, livestream shopping offers a refreshingly authentic and immersive experience. It combines the thrill of discovery with the convenience of online shopping, enabling consumers to explore new products, interact directly with sellers, and make informed purchasing decisions.

As more consumers become accustomed to this interactive mode of shopping, and as more sellers recognise its potential to transform their businesses, we can expect to see continued expansion and innovation in this space.



For more information on the 'Live: The Future of Shopping' report or Whatnot, reach out to **whatnot@itsprettygreen.com**.

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