

The rise of **Discovery** **Commerce**

Sophy Protonotariou

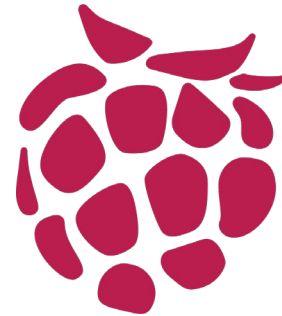
Let's Start with some Introductions



Sophy Protonotariou

Co-Founder

CEO



And this is Truberries!

Telling stories through data

Brand value accelerators

Helping brands achieve their next big success

Supporting local heroes or global giants find their voice

Loving consumers all over the world (50+ countries)

Blending strategic thinking with creative and innovative solutions

3 challenges for e-commerce

Algorithmic addiction

e-commerce, from a market space to a behavior manipulation eco-system

Social media : engineered dopamine spikes that drive impulse buying

Logistics sovereignty

Next level advantage: synergies in their own mix through:

- Use of geopolitical assets, ie ports
- Acquirement of warehouses
- Benefits conceptualized in the last mile
- Attractive policy in returns

From traditional marketing levers to full control of the value chain and market access

From trust-based choices to dopamine-based shortcuts

As long as there is dopamine satisfaction + low price, new consumers are ok with

- Average to low quality
- Unknown suppliers / origin
- Absence of controls
- Ignorance of ethical dimensions

From rational preference models to a convenience-first economy where dopamine is the decision driver

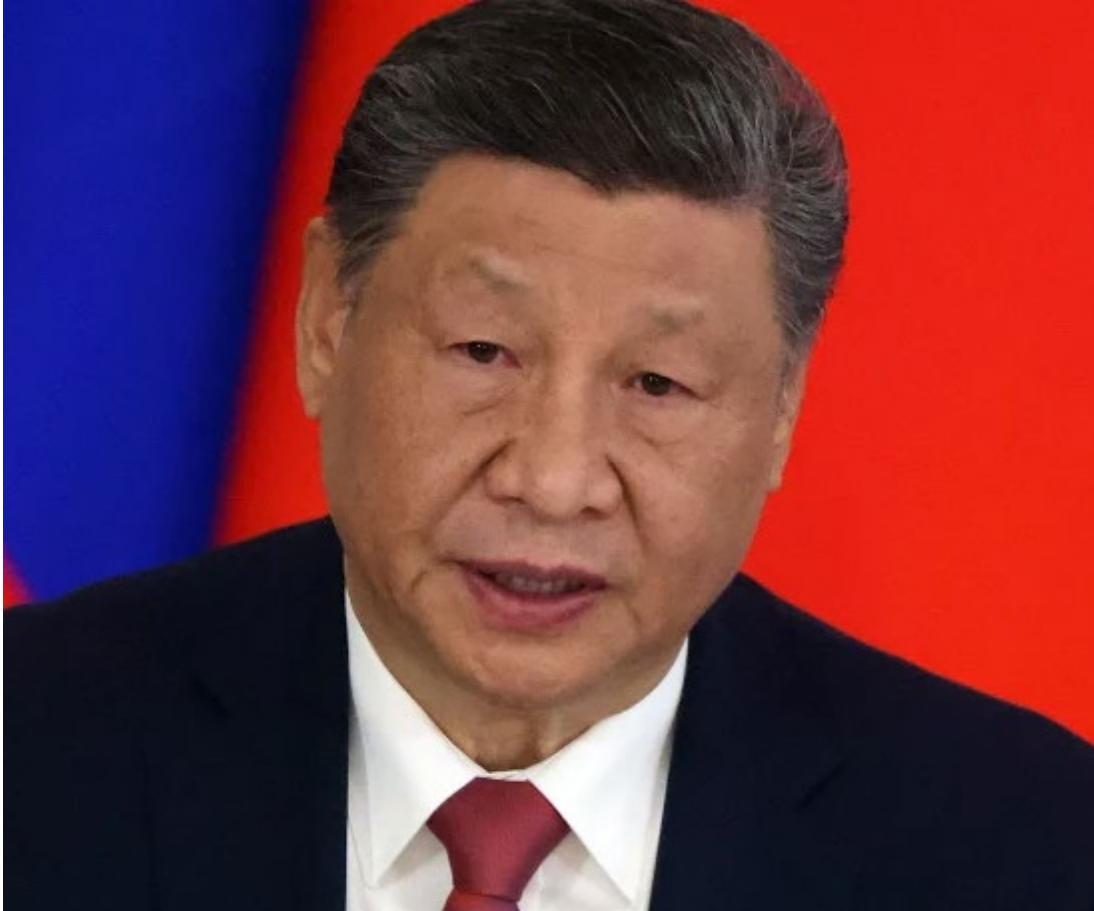
3 challenges for e-commerce

4

Dopavenience

Dopamine+convenience

The phenomenon



On September 2013: President Xi Jinping publicly announces the Silk Road Economic Belt: global ports, logistics, infrastructure network

China's shift from "world's factory" to **global trade and technology power**

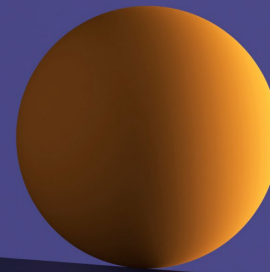
Expansion of Chinese influence abroad: commerce + geopolitics

The phenomenon Temu, over the globe



416.5 ML monthly users, globally

+68%
vs year ago



The phenomenon Temu in USA



Temu reached
5.2% of US e-commerce
in 18 months



Where perceived value outpaces quality concerns



Temu has created **the first retail model where perceived value beats real value**, at scale.

Even with 34% reporting poor quality, 73% buy again

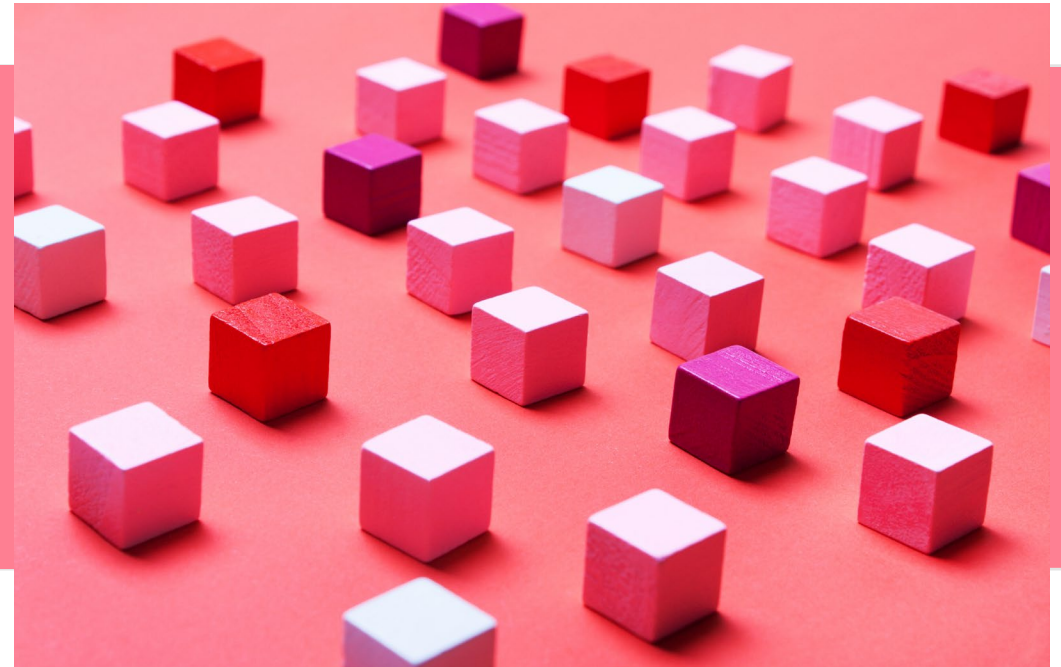


The experience discovery

Temu is applying AI to demand forecasting, personalization, dynamic pricing

The competitive edge in e-commerce is less about “having an online store” and more about **end-to-end supply chain + data feedback loops**.

When low-price discovery becomes commoditized, next frontier may be **“experience discovery”** : the brand or platform becomes the stage for exploration, social validation, and community.



What Temu is doing

They are building a platform, beyond just a storefront, which supports discovery, social engagement, referral, incentives.



Temu is a friend we meet each month

11



34% of Temu users in the US make **at least one purchase per month**

Source: April 2024 survey from Omnisend,
<https://www.emarketer.com/>

52% of Temu users in Athens have bought in the last 30 days

Source: Truberries, Nov. 2025



Advertising

\$505 ML yearly on advertisements, increasing its marketing spending by 1000%



Addiction



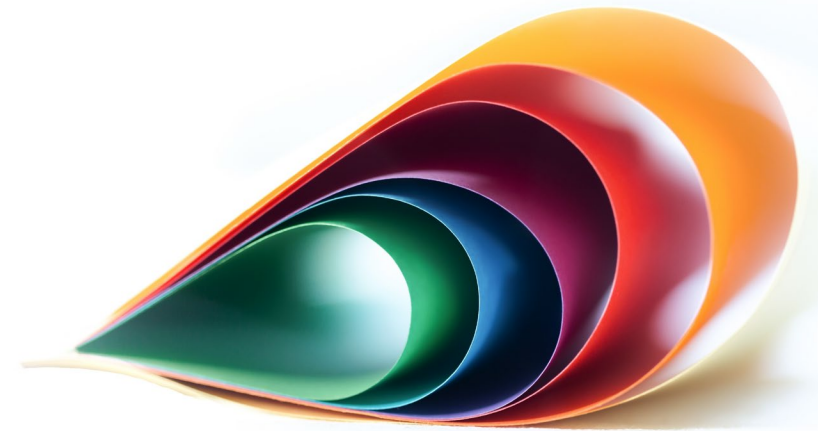
Mythbusting

01. TEMU relates with a small part of consumers

02. TEMU has needless things and limited budget allocation

03. Price is the only advantage

04. People care about quality



once you break the myths,
real opportunities appear

Target group size

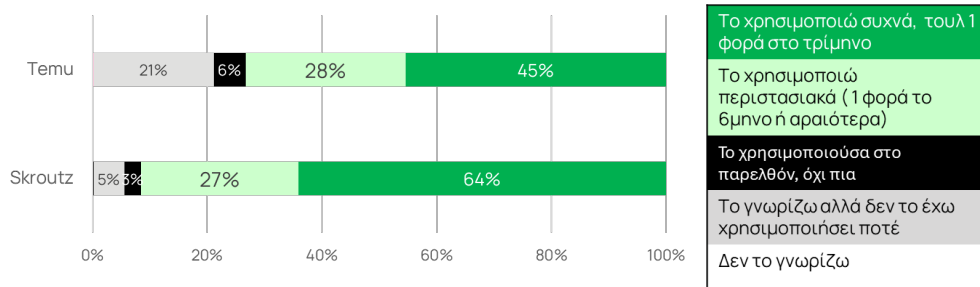
01.

TEMU relates with a small part of consumers



73%

buy occasionally or regularly



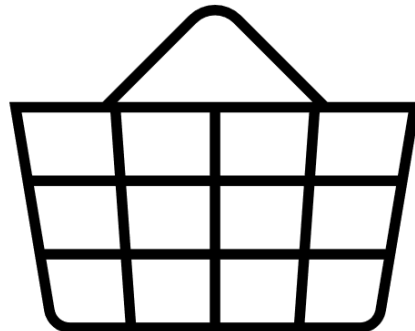
02.

TEMU has needless things and limited budget allocation

MYTH

€ 49.3

**Average basket size,
with 9.8 items**



A new need, Needlessness

02.

TEMU has needless things and limited budget allocation



70%

buy items not in their list

97%

are open to see new ideas

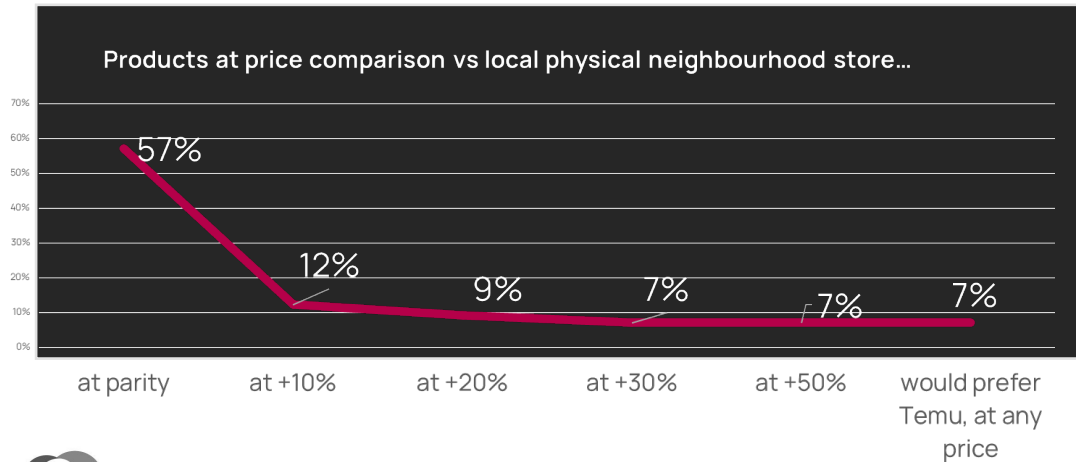
Price vs Entertainment

03. Price is its only advantage



43%

would still prefer Temu, if more expensive than local store



When Dopamine Discounts the Discount

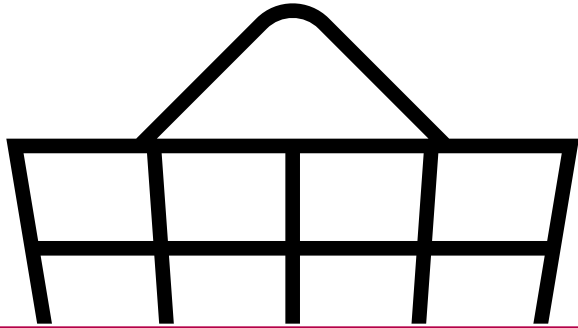
04. People care about quality



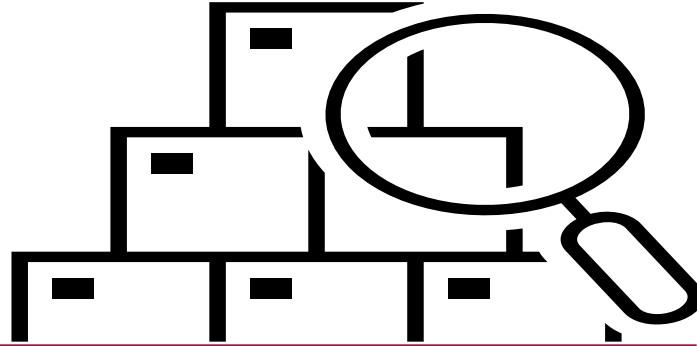
34%

admit lower quality, as the other side of very low price

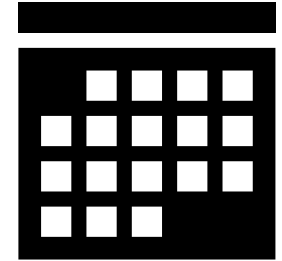
A basket with average price of 10 X 5 euro/ item



49.3€



9.8 items



37.4 days ago

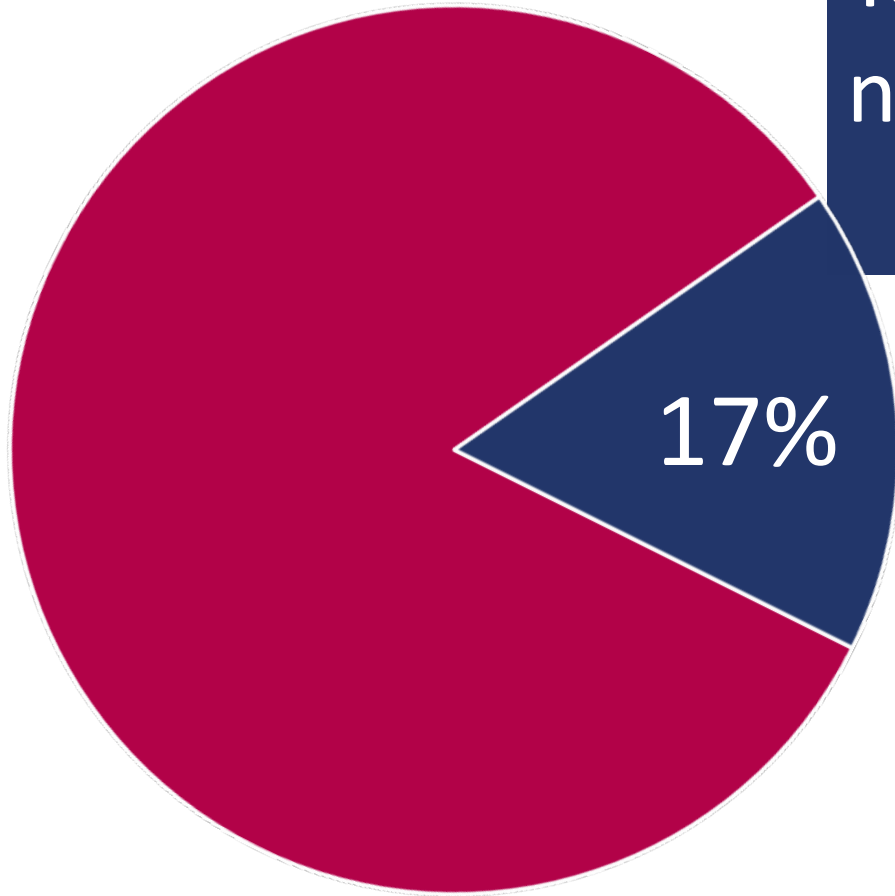
9.8 times/year

Yearly revenue
TEMU,
per 1ML
inhabitants

350,7 ML €



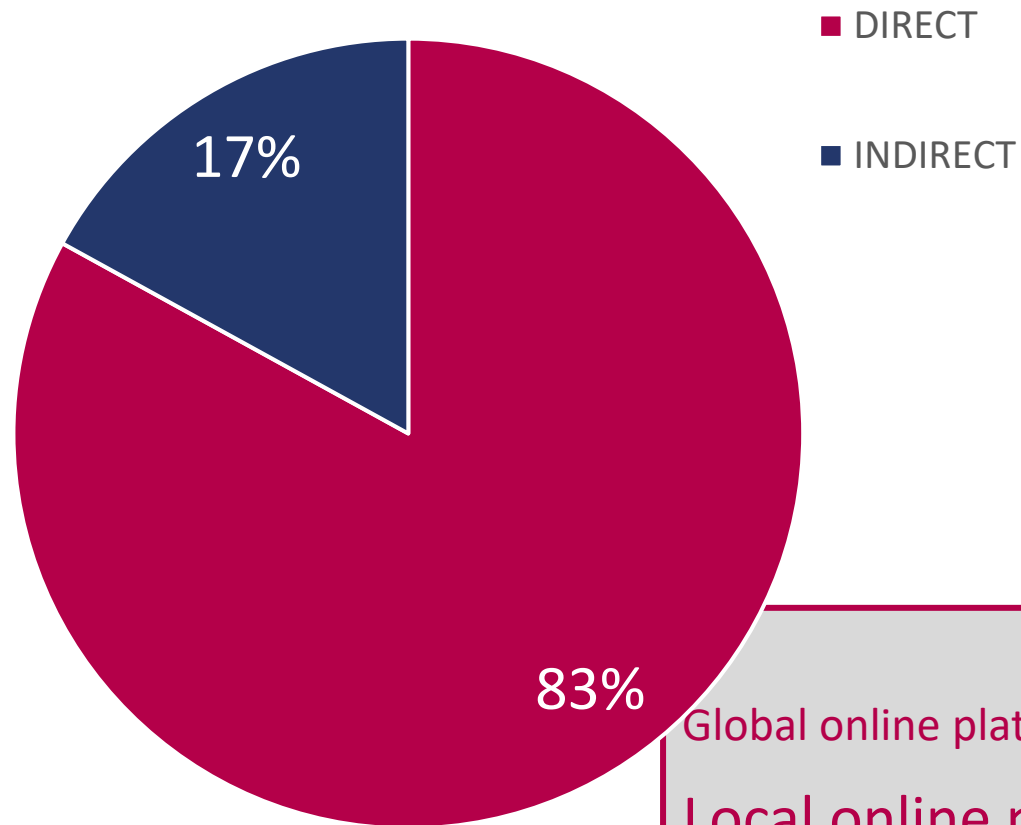
Temu is creating new demand,
not just stealing share.



truberries
Fruitful Market Truths



Source of Business



**Temu is draining
local commerce**

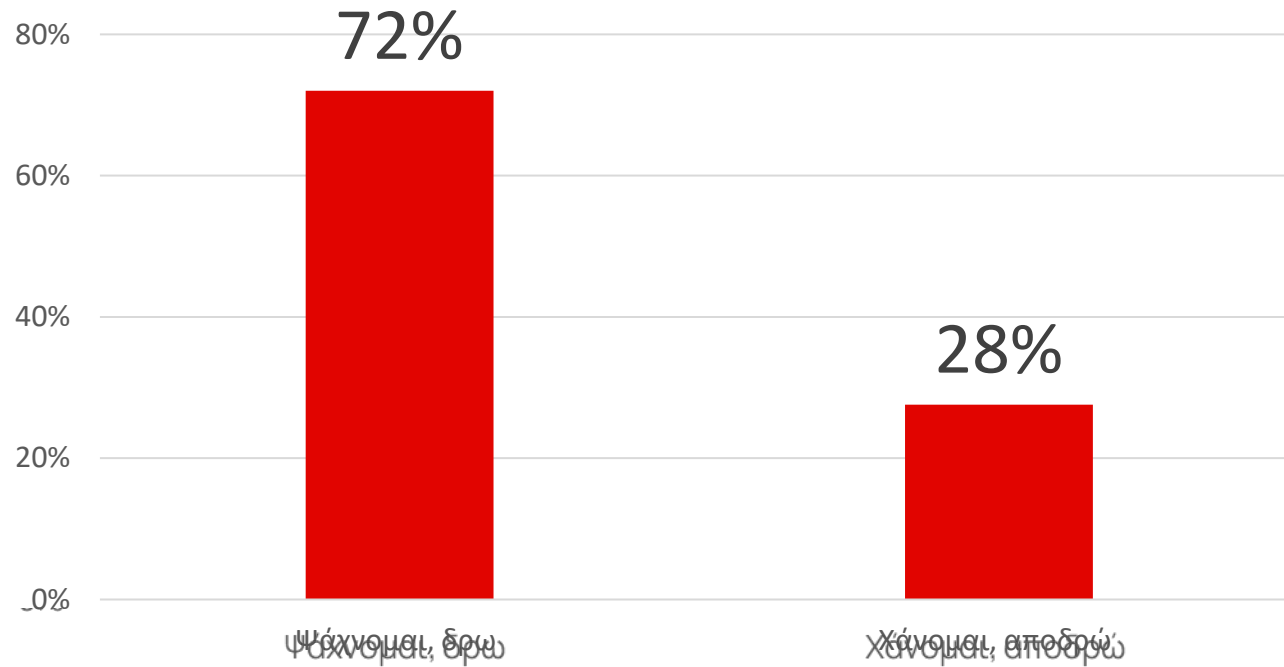
truberries
Fruitful Market Truths



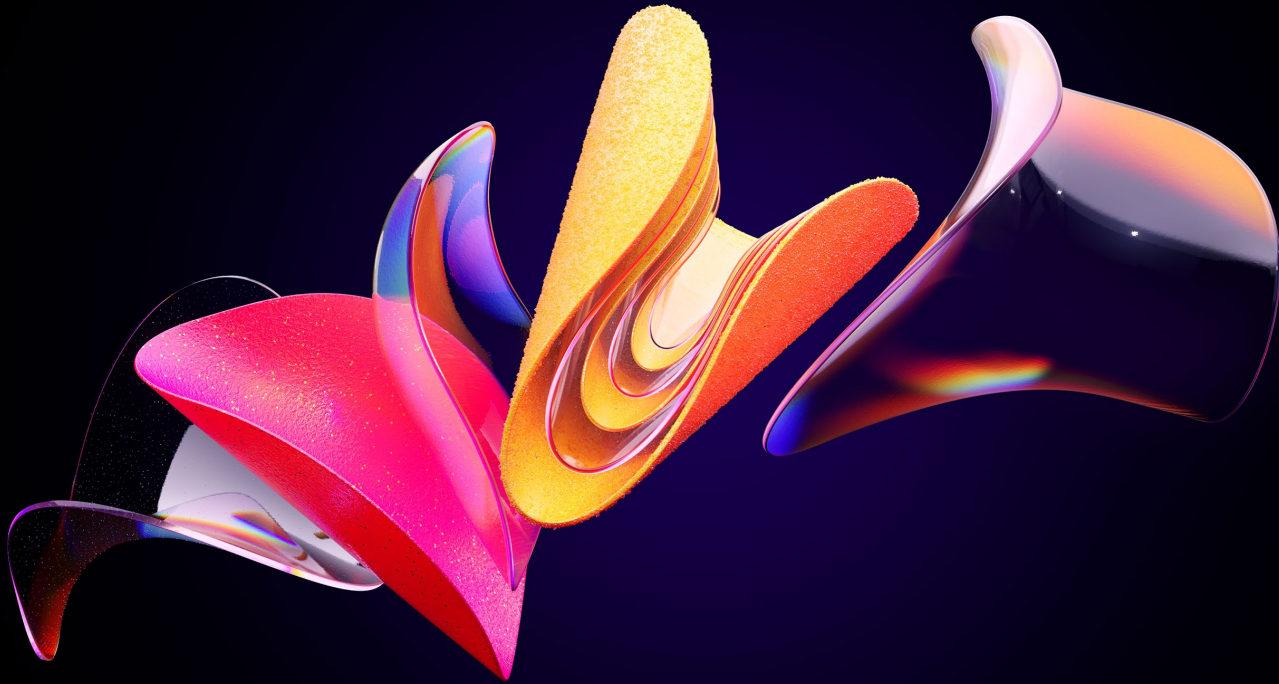
Global online platform/store	46%
Local online platform/store	25%
Brick and mortar store	12%

The new era

A destination to search for goods or to escape and be lost?



Welcome in the era of the “discovery commerce”



the brand
becomes the stage
for **exploration**,
social validation,
community

Temu is...

**the joy of
abundance**



2 moments in the eternity

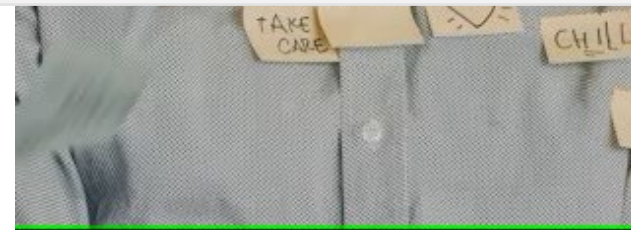
1. the moment of
selecting the goods

2. the moment of
unboxing





The winners of e-commerce will be those who engineer both mood and habit.



CONCLUDING...



Temptation Loop



Emotional Rewarding



Meaningless-but-Fun



Unlimited Cheapness



Thank you!

