

Direct Selling in Brazil

March 2024

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Direct Selling in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth trend in 2023, as consumers needing additional income turn to direct selling

The changing profile of the salesforce is relevant in direct selling

Players focused on health and beauty dominate

PROSPECTS AND OPPORTUNITIES

Companies will need to attract and maintain an effective workforce to drive growth

Beauty and personal care direct selling set to continue to perform well

Players likely to focus on providing consumers with experiences

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Retail in Brazil - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Significant moves by major competitors in grocery retailers

While some retailers are struggling, others are booming

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Tax reform

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Carnival

Consumer Day

Mother's Day

Father's Day

Semana do Brasil (Brazil week)

Client Day

Children's day

Black Friday and Cyber Monday

Christmas

Summer

Back to school

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