

Direct Selling in Ireland

March 2024

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Direct Selling in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling sees another year of decline

Tupperware faces financial problems due to low levels of sales

Herbalife Nutrition maintains sales thanks to influx of new wellness products

PROSPECTS AND OPPORTUNITIES

A return to growth is expected over the forecast period, although challenges remain

Ongoing health and wellness trends will continue to support wellness-orientated products

Financial pressures could lead to more direct sellers

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Discounters' strong performance continues to shape grocery retail

Focus on sustainability across channels

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DISCLAIMER

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