



Direct Selling in the Netherlands

March 2024

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Direct Selling in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Market growing again after post covid dip – consumers downtrading
Trusted relationships with sellers supports growth especially in health and beauty
Face to face meetings still largest, but other channels growing

PROSPECTS AND OPPORTUNITIES

Economic pressures could force consumers to shift to more affordable retail channels
Players could struggle to acquire new customers due to competition from e-commerce and online marketplaces
Digital tools set to drive growth

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Retail in the Netherlands - Industry Overview

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Reduction in number of outlets
What next for retail?

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