

# Direct Selling in Poland

March 2024

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## Direct Selling in Poland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slight improvement in the direct selling industry

Health and beauty direct selling remains the largest channel

Digitalisation and social media are essential tools as the channel adapts to changing consumer demands and shopping preferences

#### PROSPECTS AND OPPORTUNITIES

Direct selling is supported by retail e-commerce development within the channel over the forecast period

Artificial intelligence and augmented reality launched by Avon increase consumer engagement and confidence in shopping online

New players enter Poland over the forecast period though some investors are put off by the ongoing war in Ukraine

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The number of retail stores is falling

Retail parks become a permanent part of the Polish retail landscape

What next for retail?

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Informal retail

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