

# Direct Selling in Hong Kong, China

March 2024

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## Direct Selling in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales remain similar to the pre-pandemic level  
Amway continues to lead direct selling in Hong Kong  
Herbalife weight management products remain popular

#### PROSPECTS AND OPPORTUNITIES

Direct selling anticipated to see slow and stable growth during the forecast period  
The rise of conversational/social commerce set to benefit direct selling  
Retail e-commerce will still represent a threat to direct selling

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Retail in 2023: The big picture  
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Revival of outbound travel prevents full recovery  
What next for retail?

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Opening hours for physical retail  
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Seasonality  
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