



Euromonitor
International

Direct Selling in the US

March 2024

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Direct Selling in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling value sales continue to decline in 2023
FTC is taking a harder look at direct selling
Direct selling brands increasingly look to bricks-and-mortar retail

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The pro-ageing trend offers opportunities for direct sellers
TikTok Shop's embrace of social commerce and livestreaming may benefit direct sellers

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The proposed Kroger-Albertsons merger hits a snag
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