

# Direct Selling in Malaysia

February 2024

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## Direct Selling in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Direct selling feels the pinch as consumer sentiment softens

KPDN endorses partnership between Lazada and direct sellers, while health and beauty products remain popular

Philippine player enters Malaysia, with Amway retaining top spot

#### PROSPECTS AND OPPORTUNITIES

Accelerated digitalisation to improve consumer engagement and experience

Health and wellness products continue as cornerstone offerings for direct sellers

Attractive bonuses and incentives will be key to retain sales agents, while loyalty programmes aim to keep consumers coming back

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New entrants intensify the competition

What next for retail?

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Hari Raya festivals

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