

Direct Selling in Chile

March 2024

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Direct Selling in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beauty and personal care remains most important product category for direct selling

Competition for direct selling from other retail channels

Natura & Co sells The Body Shop to focus on direct selling

PROSPECTS AND OPPORTUNITIES

Experiences still limited in the channel

No new players likely to enter direct selling in the short term

Channel mix to remain stable in Chile

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Retail in Chile - Industry Overview

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Greater connection between digital and physical still needed

Local consumers are searching for innovation

What next for retail?

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Opening hours for physical retail

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