

Direct Selling in Indonesia

March 2024

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Direct Selling in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling suffering due to shift in purchasing habits and consumer preferences

Beauty and skin care products performing relatively well

Citra Nusa Insan Cemerlang exits the direct selling industry in Indonesia

PROSPECTS AND OPPORTUNITIES

Direct selling to see growth, but continues to face challenge of shift in consumer shopping preferences

Oriflame innovates in terms of its products and sales channel in order to stay competitive

Players focusing more on beauty products

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Retailer collaborations reap benefits and drive sales growth

Warung digitalisation an important element of digital transformation in local retail

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

Eid al-Fitr/Lebaran

School holidays

Harbolnas (national online shopping day)

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