

# Direct Selling in Mexico

March 2024

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## Direct Selling in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales increase, but the number of direct selling agents continues to decrease

Companies continue to invest in omnichannel strategies

Health and beauty, and fashion continue to dominate sales in direct selling

#### PROSPECTS AND OPPORTUNITIES

Investment in technology will help connect with younger consumers

Direct selling companies are implementing sustainability to boost public perception

Players in direct selling are adopting new payment methods in order to compete with other channels

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### EXECUTIVE SUMMARY

Retail in 2023: The big picture

The overall number of stores is higher than the pre-pandemic level, but performances differ between grocery and non-grocery retailers

Retailers improve the shopping experience in order to attract consumers

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

Christmas Season

Back to School

Hot Sale

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