

# Direct Selling in Switzerland

March 2024

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## Direct Selling in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Direct selling suffers from a return to in-store shopping in 2023  
Fragmented landscape favours health and wellness, and sustainability trends  
Higher prices hamper growth in 2023

#### PROSPECTS AND OPPORTUNITIES

Direct selling likely to see more investment in new technology  
Players will need to adapt and change to the demands of consumers  
Competitive landscape likely to remain stable in the years ahead.

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Retail in 2023: The big picture  
Value for money and sustainability are key trends in 2023  
Transparency and provenance are increasingly displayed on packaging  
What next for retail?

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