

Direct Selling in the Philippines

February 2024

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Direct Selling in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling shows a tentative improvement, but competition from e-commerce hinders growth

Avon continues to lead sales, while stepping up its sustainability initiatives

USANA fails to sustain rate of growth achieved during the pandemic

PROSPECTS AND OPPORTUNITIES

Better prospects ahead for direct sellers

Players will make increasing use of e-commerce

Cross promotions offer scope for growth

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Retail in the Philippines - Industry Overview

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Leader SM Retail continues to expand its retail footprint

BNPL contributes to greater financial inclusion

Continued shift towards e-commerce, as automation leads to greater efficiencies

What next for retail?

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