

Direct Selling in Colombia

March 2024

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Direct Selling in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Improved outlook for direct sales business driven by wider consumer base

Digital innovation supports Novaventa's growth

Ruby Rose making strides in the physical channel

PROSPECTS AND OPPORTUNITIES

Economic climate to support the expansion of the salesforce

Sustainability to boost public perception

Livestreaming to engage with potential customers and increase sales

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Informal retail

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Seasonality

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Severance Savings

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