

# Direct Selling in South Africa

February 2024

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## Direct Selling in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Direct selling sales stabilise but environment remains challenging

Avon continues to expand business model in South Africa

Tupperware continues to lose ground as customer base shrinks

#### PROSPECTS AND OPPORTUNITIES

Direct selling will likely benefit from improving market conditions

Omnichannel will continue to transform business models

Innovation will focus on sustainability

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Further acquisitions and diversification emerge as leading retailers deploy greater resources

Competition intensifies online as the market normalises

What next for retail?

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