

Direct Selling in France

February 2024

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Direct Selling in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Overall sales continue to slump in 2023 as appliances and electronics tumbles downwards

Yesterday's losers are today's winners

Good news for Vorwerk, Herbalife, and Henri Maire

PROSPECTS AND OPPORTUNITIES

Shift towards e-commerce set to accelerate over the forecast period

Success depends on new recruits

More players will invest in an omnichannel approach

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Second-hand trend proves a double-edged sword

What next for retail?

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