

Direct Selling in Norway

February 2024

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Direct Selling in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling remains popular post-pandemic
Consumer health direct selling maintains its lead
Eqology benefits from its size and product range

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Growth set to be maintained, but some small players likely to disappear
E-commerce to further blur the boundary between the two channels
Health trend will continue driving sales via direct selling

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Retail in Norway - Industry Overview

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Home investments slowdown in the post-pandemic era
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