

Direct Selling in Turkey

March 2024

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Direct Selling in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued fall in constant value sales in 2023
Farmasi and Avon continue to lead direct selling
Cultural relevance ensures continued growth of direct selling

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Muted constant value growth over forecast period
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Increased demand for premium products over forecast period

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More subdued value growth for e-commerce
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