

Direct Selling in Spain

February 2024

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Direct Selling in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling retains an important place in Spanish retail despite reporting losses in 2023

Reduced purchasing power impacts direct selling, but Herbalife continues to benefit from increased focus on health and wellness

Social media playing a key role in the evolution of direct selling

PROSPECTS AND OPPORTUNITIES

Direct selling to benefit from loyalty of customers while subscriptions could present new opportunities

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DISCLAIMER

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