

# Direct Selling in Ecuador

April 2023

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## Direct Selling in Ecuador - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Little change in the competitive landscape as Yanbal remains the category leader  
Direct selling remains attractive to cash-strapped consumers looking for an extra source of income  
Players investing in digital technology as they look to reach a wider audience

#### PROSPECTS AND OPPORTUNITIES

Herbalife still eyeing expansion opportunities as it opens its 11th selling space  
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