



Direct Selling in Beauty and Personal Care: The Needed Transformation to Thrive Post-Pandemic

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SCOPE OF THE REPORT

Scope

A SNAPSHOT OF DIRECT SELLING IN BEAUTY

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Beauty and personal care takes a third of direct sellers' portfolio globally
Natura&Co becomes largest beauty and personal care direct seller globally
COVID-19 puts pressure on direct sellers across the globe...
...but opportunities lie ahead in a post-pandemic world

ASIA PACIFIC AHEAD ON THE DIGITAL MOVE

A downward trend for direct sellers in Asia Pacific
China's unique direct selling structure drags the region down, but...
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Digitalisation is the path to growth in Asia Pacific...
... but direct sellers can profit in other areas
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Case Study: Diversification helps Atomy to post growth amidst COVID-19
Case Study: Diversification helps Atomy to post growth amidst COVID-19

CONSULTANTS, KEY PILLAR IN THE AMERICAS

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Knowing the local consumer drives Latin American brands' success
Premium or mass? Direct selling positioning differs across the region
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Case Study: Mary Kay turns showrooms virtual with Suite 13

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DIRECT SELLING IN A DIGITAL WORLD

Direct selling in a post-pandemic world: Reimagine, reinvent, redefine
Conquering younger consumers requires a new approach
For e-commerce it is a matter of how, not if or when
Direct sellers should also respond to industry key themes
The digital consultant, more of an influencer than a sales representative
Key takeaways

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/direct-selling-in-beauty-and-personal-care-the-needed-transformation-to-thrive-post-pandemic/report.