

# Direct Selling in the Netherlands

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Market growing again after post covid dip – consumers downtrading  
Trusted relationships with sellers supports growth especially in health and beauty  
Face to face meetings still largest, but other channels growing

### PROSPECTS AND OPPORTUNITIES

Economic pressures could force consumers to shift to more affordable retail channels  
Players could struggle to acquire new customers due to competition from e-commerce and online marketplaces  
Digital tools set to drive growth

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Retail in 2023: The big picture  
Renewed interest in physical retail threatened by staffing problems  
Reduction in number of outlets  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
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