

Direct Selling in Argentina

February 2024

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Direct Selling in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling going strong amid economic difficulties in the market Supply chain disruptions hamper the offer of direct selling companies in Argentina Multinational direct sellers continue to focus on omnichannel approach

PROSPECTS AND OPPORTUNITIES

Growing base of sales agents to push direct selling Discounts to play an important role in stimulating sales Thermomix continues to gain traction in Argentina

CHANNEL DATA

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Retail in Argentina - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture "Precios Justos" agreement amidst economic uncertainty favours modern grocery retailers Multinational retailers continue to exit the market in 2023 What next for retail?

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