

Direct Selling in the Philippines

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling shows a tentative improvement, but competition from e-commerce hinders growth

Avon continues to lead sales, while stepping up its sustainability initiatives

USANA fails to sustain rate of growth achieved during the pandemic

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Players will make increasing use of e-commerce

Cross promotions offer scope for growth

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BNPL contributes to greater financial inclusion

Continued shift towards e-commerce, as automation leads to greater efficiencies

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