

Direct Selling in Norway

February 2024

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Direct Selling in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling remains popular post-pandemic Consumer health direct selling maintains its lead Eqology benefits from its size and product range

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Growth set to be maintained, but some small players likely to disappear E-commerce to further blur the boundary between the two channels Health trend will continue driving sales via direct selling

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Smaller affordable purchases are a high priority for shoppers

Home investments slowdown in the post-pandemic era

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