

# Direct Selling in Canada

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Expanding online and social presence

Celebrating milestones and achievements

Recent Statistics Canada study shows more farms are relying on direct sales to consumers

### PROSPECTS AND OPPORTUNITIES

Social responsibility and sustainability campaigns will remain very important

Social selling, environmental concerns and health and wellness are amongst top topics in Canadian direct selling landscape

Consumer perception of direct selling is better, but still has potential for improvement, especially amongst older age groups

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### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Canadian retailers under strong pressure from government to reduce prices

Some COVID-19 related changes are not going away and will continue to impact Canadian retail

What next for retail?

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Opening hours for physical retail

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Seasonality

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