

# Direct Selling in Singapore

February 2024

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## Direct Selling in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Direct selling sales decline in 2023 but remain above pre-pandemic levels

Consumer health and beauty and personal care remain leading product categories for direct selling

#### PROSPECTS AND OPPORTUNITIES

Direct selling faces headwinds as a retail channel moving forward

Direct sellers increasingly diversify via e-commerce

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Retail in 2023: The big picture

Cost-of-living challenges top-of-mind for both retailers and consumers alike

A seamless and memorable shopping experience key to driving consumer loyalty and sales

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

Lunar New Year

Hari Raya Aidilfitri (or Hari Raya Puasa)

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