

Direct Selling in Romania

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling continues on a downward trend throughout 2023 in Romania
Beauty and personal care offerings drive sales, while Avon retains its lead
Demand for wellbeing sustains the performance of consumer health brands

PROSPECTS AND OPPORTUNITIES

Competition from store-based retailing continues to challenge direct sellers
E-commerce becomes a relevant strategy for direct selling players
International brands retain their leads with a strong presence in beauty and personal care

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EXECUTIVE SUMMARY

Grocery retailers dominate sales in 2023
Omni-channel contributes to the retail dynamics
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- Informal retail
- Opening hours for physical retail
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