

Direct Selling in Italy

March 2024

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Direct Selling in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Foods direct selling benefits from demand for convenience but consumer health products see dwindling demand as the pandemic comes to an end High inflation impacts direct selling but Avon sees improved fortunes thanks to investment in digital tools Informal direct sellers present growing competition but Vorwerk retains the lead

PROSPECTS AND OPPORTUNITIES

Social media could provide a boost to direct selling Consumer loyalty could be key to growth in beauty and personal care Sustainability likely to excerpt a growing influence on direct selling over the forecast period

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Retail in Italy - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture Convenience remains a key focus of consumers and retailers as Italians lead increasingly busy lives Sustainability in 2023 and onwards, What next for retail?

OPERATING ENVIRONMENT

Informal retail Opening hours for physical retail Summary 1 - Standard Opening Hours by Channel Type 2023 Seasonality Christmas Holidays Easter Valentine's Day/Father's Day/Mother's Day Summer Holidays/Back to School

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