

Direct Selling in Belgium

March 2024

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Direct Selling in Belgium - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline for direct selling in 2023, amid competition from physical stores and e-commerce Channel sees contrasting performances Herbalife maintains its lead in 2023

PROSPECTS AND OPPORTUNITIES

Modest growth expected, amid competition from e-commerce Omnichannel strategies will drive growth for direct selling Herbalife will remain leading brand

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Retail in Belgium - Industry Overview

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