

# Direct Selling in Portugal

March 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Direct selling declines as rising competition impacts overall value sales  
Vorwerk loses steam as consumers spend less time cooking within the household  
Avon renews its visual identity to attract a wider audience and boost its reputation

#### PROSPECTS AND OPPORTUNITIES

Ongoing challenges for direct selling as the number of sellers declines  
Players implement hybrid models as a way to limit ongoing losses  
As purchasing power recovers, Vorwerk is set to maintain the best performance

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