



Euromonitor
International

Direct Selling in Australia

May 2026

Table of Contents

Direct Selling in Australia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Thermomix Drives Sales Recovery with Digital-First Approach

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Thermomix Drives Sales Recovery with Digital-First Approach

Chart 2 - Thermomix Blends Digital Innovation with Direct Selling to Stir up Growth

High-Engagement Brands and Product Diversity Lift Sales beyond Legacy Declines

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Hybrid Consultants Drive Growth by Blending Digital with Personal Selling

Wellness Brands Win Loyalty as Health and Sustainability Reshape Demand

Ethical Standards and Digital Compliance Underpin Trust and Resilience

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Pro-Ma Systems Leverages Local Strategy to Outpace Global Incumbents

Chart 7 - Analyst Insight for Direct Selling

Vorwerk & Co Kg Strengthens Position as Tupperware Exit Reshapes Competitive Dynamics

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Direct Selling

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Direct Selling

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Australia - Industry Overview](#)

EXECUTIVE SUMMARY

Modest Growth for Retail as Consumer Confidence Picks up

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Modest Growth for Retail as Consumer Confidence Picks up

E-Commerce Outpaces Other Channels as Consumers Adopt Hybrid Shopping Habits

Mecca and Phantm Streamline Packaging Compliance with Ai-Powered Data

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

E-Commerce Enhances Digital Journeys to Drive Loyalty and Growth

Ai-Driven Automation Transforms Operations and Supply Chain Agility

Private Label Expansion Unlocks Loyalty and Margin Resilience

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Coles Group Outpaces Rivals as Ai and Private Label Sharpen Value Proposition

Chart 21 - Analyst Insight for Retail

Mecca's New Flagship Store Aim to Set New Standards in Experiential Retail

Chart 22 - Mecca's Latest Flagship Redefines the Future of Experiential Beauty Retail

Coles and Openai Partner to Integrate Chatgpt into Workflows

Chart 23 - Coles and Openai Partner to Integrate Chatgpt across Teams

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 26 - Standard Opening Hours by Channel Type 2025

Seasonality

End of year/Christmas shopping

Back-to-school

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/direct-selling-in-australia/report.