Direct Selling in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Direct selling remains on its growth path following the pandemic
Vorwerk remains the dominant company amidst the growth trend
Online presence and activities fuel growth beyond the pandemic

PROSPECTS AND OPPORTUNITIES
Upgraded channel image will support continued growth in the years ahead
Direct sellers will increasingly rely on a multi-channel approach for growth
Societal trends and evolving consumer demands align with the direct selling offer

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Retail in Germany - Industry Overview

EXECUTIVE SUMMARY
Retail in 2022: The big picture
Surging inflation takes the steam out of post-pandemic recovery
E-commerce declines, while some store-based channels see partial recovery
What next for retail?

OPERATING ENVIRONMENT
Informal retail
Opening hours for physical retail
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Seasonality
Christmas
Summer sales

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