

Direct Selling in Lithuania

March 2023

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Direct Selling in Lithuania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Online presence and convenience drive direct selling in 2022 Cost of living crisis drive sales of direct selling during 2022 Food direct selling records vigorous sales growth in 2022

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Digitalisation to continue shaping direct selling over the forecast period Number of direct sellers set to rise in the forecast period, due to economic uncertainty Vendors must become more creative in online selling to remain competitive in the forecast period

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