Direct Selling in Ecuador - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Little change in the competitive landscape as Yanbal remains the category leader
Direct selling remains attractive to cash-strapped consumers looking for an extra source of income
Players investing in digital technology as they look to reach a wider audience

PROSPECTS AND OPPORTUNITIES

Herbalife still eyeing expansion opportunities as it opens its 11th selling space
Social media presents new opportunities for direct selling agents
Health and beauty likely to remain the key focus of direct selling

CHANNEL DATA

Table 1 - Direct Selling by Product: Value 2017-2022
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Executive Summary

Retail in 2022: The big picture
Informal retail
What next for retail?

MARKET DATA

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