

# China's 100 Days of Action and its Effects on Consumer Health Marketplace

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## INTRODUCTION

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## STATE OF PLAY

Direct selling is a dominant channel in China's VDS market

Advice from friends/family is important for Chinese consumers

The proportion of direct selling in VDS in China ranks first worldwide

100 Days of Action cuts direct selling sales in 2019

100 Days of Action's effects on direct selling in China

Direct selling witnessed a steep drop in 2019

## IMPACT ON DIRECT SELLING COMPANIES

Leading direct sellers in China face declining sales

International players witnessed business slowdown in China

International direct sellers strive to boost business in alternative ways

Domestic players: Infinitus

## IMPACT ON CONSUMER HEALTH MARKET IN CHINA

Total VDS market in China witnessed slowdown in 2019

The impact of 100 Days of Action continues

The online marketplace becomes increasingly important for direct sellers

Direct sellers strive to alleviate consumers' negative sentiment

Consumers are becoming increasingly knowledgeable

COVID 19 brings opportunities for consumer health in China

COVID-19 will accelerate movement to e-commerce

Key findings

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