

Direct Selling in Beauty and Personal Care: The Needed Transformation to Thrive Post-Pandemic

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SCOPE OF THE REPORT

Scope

A SNAPSHOT OF DIRECT SELLING IN BEAUTY

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Beauty and personal care takes a third of direct sellers' portfolio globally
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COVID-19 puts pressure on direct sellers across the globe...
...but opportunities lie ahead in a post-pandemic world

ASIA PACIFIC AHEAD ON THE DIGITAL MOVE

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Case Study: Diversification helps Atomy to post growth amidst COVID-19

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Direct selling in a post-pandemic world: Reimagine, reinvent, redefine
Conquering younger consumers requires a new approach
For e-commerce it is a matter of how, not if or when
Direct sellers should also respond to industry key themes
The digital consultant, more of an influencer than a sales representative
Key takeaways

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

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/direct-selling-in-beauty-and-personal-care-the-needed-transformation-to-thrive-post-pandemic/report.