

Direct Selling in Turkey

March 2023

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Direct Selling in Turkey - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Direct selling agents on the rise as the landscape records growth

The rising interest in health and wellness boosts the share of health-focused brands

Farmasi maintains the lead, while health-focused brands show positive growth

PROSPECTS AND OPPORTUNITIES

Direct selling to grow over the forecast period as home working continues

Local players to increase market share on the landscape

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High inflation dampens demand and reduces profitability

What next for retail?

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