



Euromonitor  
International

# Direct Selling in Ireland

March 2024

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## Direct Selling in Ireland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Direct selling sees another year of decline

Tupperware faces financial problems due to low levels of sales

Herbalife Nutrition maintains sales thanks to influx of new wellness products

#### PROSPECTS AND OPPORTUNITIES

A return to growth is expected over the forecast period, although challenges remain

Ongoing health and wellness trends will continue to support wellness-orientated products

Financial pressures could lead to more direct sellers

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Discounters' strong performance continues to shape grocery retail

Focus on sustainability across channels

What next for retail?

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Informal retail

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