

# Direct Selling in Italy

March 2024

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## Direct Selling in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Foods direct selling benefits from demand for convenience but consumer health products see dwindling demand as the pandemic comes to an end

High inflation impacts direct selling but Avon sees improved fortunes thanks to investment in digital tools

Informal direct sellers present growing competition but Vorwerk retains the lead

#### PROSPECTS AND OPPORTUNITIES

Social media could provide a boost to direct selling

Consumer loyalty could be key to growth in beauty and personal care

Sustainability likely to exert a growing influence on direct selling over the forecast period

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## Retail in Italy - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Convenience remains a key focus of consumers and retailers as Italians lead increasingly busy lives

Sustainability in 2023 and onwards,

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Christmas Holidays

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