

Direct Selling in Hong Kong, China

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales remain similar to the pre-pandemic level

Amway continues to lead direct selling in Hong Kong

Herbalife weight management products remain popular

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Direct selling anticipated to see slow and stable growth during the forecast period

The rise of conversational/social commerce set to benefit direct selling

Retail e-commerce will still represent a threat to direct selling

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Revival of outbound travel prevents full recovery

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