

Direct Selling in Vietnam

February 2024

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2023 DEVELOPMENTS

Direct selling declines in 2023, while Herbalife maintains leadership despite challenges

Direct Selling activities fall under new regulations in 2023

Siberian Health and Homeway see licences cancelled

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Direct selling to see stable performance within a more transparent operating environment

Expected shake-up in competitive landscape in response to tighter regulations

Expansion beyond channel will boost brand awareness for direct sellers

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Retail in Vietnam - Industry Overview

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Retail e-commerce reshapes Vietnam market

Convenience remains central to strategy while chained pharmacies strengthens presence 2023

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DISCLAIMER

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