

Direct Selling in Portugal

March 2024

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Direct Selling in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling declines as rising competition impacts overall value sales
Vorwerk loses steam as consumers spend less time cooking within the household
Avon renews its visual identity to attract a wider audience and boost its reputation

PROSPECTS AND OPPORTUNITIES

Ongoing challenges for direct selling as the number of sellers declines
Players implement hybrid models as a way to limit ongoing losses
As purchasing power recovers, Vorwerk is set to maintain the best performance

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Retail in Portugal - Industry Overview

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How stores layouts are changing in Portugal
What next for retail?

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DISCLAIMER

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