

Direct Selling in France

February 2024

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2023 DEVELOPMENTS

Overall sales continue to slump in 2023 as appliances and electronics tumbles downwards

Yesterday's losers are today's winners

Good news for Vorwerk, Herbalife, and Henri Maire

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Shift towards e-commerce set to accelerate over the forecast period

Success depends on new recruits

More players will invest in an omnichannel approach

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