

Direct Selling in Turkey

March 2024

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Direct Selling in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued fall in constant value sales in 2023 Farmasi and Avon continue to lead direct selling Cultural relevance ensures continued growth of direct selling

PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period Direct sellers adjust to the online space Increased demand for premium products over forecast period

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Retail in Turkey - Industry Overview

EXECUTIVE SUMMARY

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