

# **Direct Selling in Uruguay**

April 2023

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# Direct Selling in Uruguay - Category analysis

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Beauty and personal care direct selling aligns with consumers preferences Nuvó Cosméticos continues to retain its lead in 2022 E-commerce remains a growing threat to the success of direct selling

#### PROSPECTS AND OPPORTUNITIES

Appealing to a younger consumer base to improve sales for direct selling Direct selling experiences increased competition from specialist channels E-commerce and the use of online features offers a growth opportunity

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