

# Direct Selling in Estonia

April 2023

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## Direct Selling in Estonia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Trading conditions continue to improve with the easing of the pandemic  
Increased health- and image-consciousness favour health and beauty direct selling  
Digitalisation trend remains strong despite return of face-to-face meetings

#### PROSPECTS AND OPPORTUNITIES

Economic factors and competition from other channels will limit growth potential  
More representatives likely to adopt methods used by social media influencers  
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