

Direct Selling in India

Market Direction | 2023-03-07 | 32 pages | Euromonitor

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Report description:

The pandemic saw even direct selling companies looking at a multichannel approach to remain relevant. For example, Tupperware embraced a multichannel sales approach with Social Selling. It became the first direct selling brand to introduce Social Selling in its direct seller ecosystem. It launched Social Selling as a type of sales channel by bringing the direct sellers onto a digital platform, while tools for interacting digitally on social media like Facebook, Instagram, WhatsApp or video platf...

Euromonitor International's Direct Selling in India report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Direct Selling market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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