

Direct Selling in Indonesia

Market Direction | 2023-03-13 | 37 pages | Euromonitor

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Report description:

Direct selling saw positive growth in current value sales terms in 2022, following declines in the previous two years. This was largely due to improving economic conditions, combined with the loosening of movement restrictions, which allowed sellers to resume personal contact with their clients. This was in sharp contrast to 2020 and 2021 when COVID-19 caused a reduction in purchasing power and shifting of priorities, leading Indonesian people to change their spending behaviours. Moreover, the t...

Euromonitor International's Direct Selling in Indonesia 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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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

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Improved performance in 2022

Channel is compatible with lifestyle patterns

Herbalife Indonesia PT retains its leading position, as some players switch to e-commerce

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