

Direct Selling in Colombia

Market Direction | 2023-03-20 | 38 pages | Euromonitor

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Report description:

Colombia, despite relatively small retailing sales in general, stands out in terms of the direct selling channel, in which it is one of the main markets in the world. Direct selling is as an important employer in Colombia, especially of women, who account for the vast majority of sales agents. In Colombia around 2.5 million people are engaged in activities related to direct selling. Of the total number of people who are engaged in direct selling, around one half do so on a part-time basis, with...

Euromonitor International's Direct Selling in Colombia 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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