

Direct Selling in France

Market Direction | 2023-03-20 | 39 pages | Euromonitor

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Report description:

Against all expectations, and despite a huge drop during the first half of 2020, not only was direct selling one of the most resilient non-grocery channels during 2020, but it was also able to rebound in 2021 and 2022, returning to the pre-pandemic level of sales. The upheavals caused by the COVID-19 pandemic affected the practices of many channels, and direct selling was one of them. Nonetheless, the health crisis had a positive impact on businesses that dealt with the situation by adapting and...

Euromonitor International's Direct Selling in France 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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Euromonitor International
March 2023

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Ongoing appreciable changes for direct selling in France

Those categories that suffered the most strongly see rebounds in 2022

Herbalife, Vorwerk and some local players progress

PROSPECTS AND OPPORTUNITIES

The best assets of direct selling are its adaptability and the use of new tools

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