

Direct Selling in Spain

Market Direction | 2023-03-21 | 36 pages | Euromonitor

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Report description:

According to the Spanish Association of Direct Selling, only around 30% of Spaniards purchase products via direct selling. The regions where direct selling has the highest penetration rate are Andalusia, Madrid, and Catalonia. The limited penetration rate offered the possibility for the further expansion of sales in 2022, although growth remained slow, and growth is set to continue at a slow and stable rate in the forecast period. In 2022, direct selling companies invested in innovative tools to...

Euromonitor International's Direct Selling in Spain 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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Opportunity for growth in direct selling, as currently only around 30% of Spaniards buy via this channel

Growing use of social media and digital technologies

Sales of health and beauty products are growing via direct selling

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Health will remain important beyond the pandemic

Players increasingly have an omnichannel presence, but this could shift sales to e-commerce

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