

Direct Selling in Pakistan

Market Direction | 2023-03-28 | 18 pages | Euromonitor

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Report description:

Despite growing consumer awareness and the presence of questionable brands and products in the direct selling channel, the channel continues to remain relevant, particularly in rural areas where malls and shopping centres are fewer in number. In these areas, local community sellers or even close family and friends often engage in direct selling by purchasing items in bulk from city shopping centres. As a result, many brands that may have a presence as specialist retailer in cities are sold via d...

Euromonitor International's Direct Selling in Pakistan 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney,

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.

Table of Contents:

Direct Selling in Pakistan

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List Of Contents And Tables

DIRECT SELLING IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Direct selling remains relevant in rural areas

Social media plays an increasingly important role in direct selling

Lack of legal framework and negative consumer perception hinder channel growth

PROSPECTS AND OPPORTUNITIES

Direct selling as a solution to inflationary pressures for female entrepreneurs

The future of direct selling in Pakistan: Balancing online channels with personal connections

Economic instability may negatively impact direct selling

CHANNEL DATA

Table 1 Direct Selling by Product: Value 2017-2022

Table 2 Direct Selling by Product: % Value Growth 2017-2022

Table 3 Direct Selling GBO Company Shares: % Value 2018-2022

Table 4 Direct Selling GBN Brand Shares: % Value 2019-2022

Table 5 Direct Selling Forecasts by Product: Value 2022-2027

Table 6 Direct Selling Forecasts by Product: % Value Growth 2022-2027

RETAIL IN PAKISTAN

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 Sales in Retail Offline by Channel: Value 2017-2022

Table 10 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 Retail Offline Outlets by Channel: Units 2017-2022

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 13 Retail GBO Company Shares: % Value 2018-2022

Table 14 Retail GBN Brand Shares: % Value 2019-2022

Table 15 Retail Offline GBO Company Shares: % Value 2018-2022

Table 16 □Retail Offline GBN Brand Shares: % Value 2019-2022

Table 17 □Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 18 □Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 19 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022

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Table 20 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 21 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 22 □Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 23 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 24 □Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 25 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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