

Direct Selling in Sweden

Market Direction | 2023-04-17 | 35 pages | Euromonitor

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Report description:

Direct selling recorded marginal current value growth in 2022, following fluctuating sales since the pandemic due to a focus on social distancing amongst local consumers. However, direct selling was already under pressure before the outbreak of COVID-19, with the channel generally considered an outdated format of retail, inconvenient and time-consuming, and has been suffering from the rising popularity of e-commerce. As such, whilst a more personalised and high-quality approach appeals to some c...

Euromonitor International's Direct Selling in Sweden 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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