

Direct Selling in Israel

Market Direction | 2023-10-19 | 35 pages | Euromonitor

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Report description:

Although some direct selling categories were negatively affected by the pandemic in 2020, including beauty and personal care, which traditionally benefits from the interaction between customer and sales consultant, the overall channel witnessed strong current value growth, with a further positive performance in 2021 and much stronger growth in 2022. Direct selling therefore performed better than expected given the unprecedented circumstances of the pandemic, as many direct sellers offer health-r...

Euromonitor International's Direct Selling in Israel 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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Direct selling, which showed some resilience during the pandemic, bounces back further in 2022

Increasing sales through retail e-commerce force direct sellers to adapt to changing consumer behaviour

Highly fragmented competitive landscape sees further shift in shares

PROSPECTS AND OPPORTUNITIES

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