

Direct Selling in Spain

Market Direction | 2024-02-29 | 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 offers the possibility for the further expansion, although sales continued to decline in 2023 as consumers exercised more caution in their spending behaviour. Direct selling companies have invested in innovative tools to communicate with potent...

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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Direct selling retains an important place in Spanish retail despite reporting losses in 2023
Reduced purchasing power impacts direct selling, but Herbalife continues to benefit from increased focus on health and wellness
Social media playing a key role in the evolution of direct selling

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Direct selling under pressure to take an omnichannel approach
Economic hardship could encourage more consumers to become direct selling agents

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