

## **Direct Selling in Colombia**

Market Direction | 2024-03-04 | 37 pages | Euromonitor

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### **Report description:**

In 2023, direct selling in Colombia has benefited from its ease and speed of purchase, product variety and payment options. Growth is also attributable to expansion into more remote areas of the country. In the wake of the COVID-19 pandemic, direct sellers in the country have initiated sales processes through the different platforms used in the channel. This has fostered the integral commercialisation of health and wellness products in the national territory, including in areas that previously d...

Euromonitor International's Direct Selling in Colombia 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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