

Direct Selling in Italy

Market Direction | 2024-03-07 | 40 pages | Euromonitor

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Report description:

After two years of solid growth, direct selling experienced a decline in current value terms in 2023. However, performances varied within direct selling in 2023 with some categories continuing to perform well in 2023, but especially those with a lower penetration. Indeed, foods direct selling was the most dynamic category in 2023 with sales benefiting from the fact that consumers are increasingly seeking convenience when it comes to shopping for food. Additionally, the premium and traditional na...

Euromonitor International's Direct Selling in Italy 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

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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.

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DIRECT SELLING IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Foods direct selling benefits from demand for convenience but consumer health products see dwindling demand as the pandemic comes to an end

High inflation impacts direct selling but Avon sees improved fortunes thanks to investment in digital tools

Informal direct sellers present growing competition but Vorwerk retains the lead

PROSPECTS AND OPPORTUNITIES

Social media could provide a boost to direct selling

Consumer loyalty could be key to growth in beauty and personal care

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