

## **Direct Selling in New Zealand**

Market Direction | 2024-03-07 | 33 pages | Euromonitor

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### **Report description:**

2023 was the first year since 2019 in which direct selling in New Zealand was not subject to social, trading or movement restrictions. These limitations had adversely impacted the trading ability of direct selling companies earlier in the review period, with the outbreak and related effects of the COVID-19 pandemic. Nonetheless, high inflation and rising interest rates at the end of the review period informed high cost-of-living pressures, which reduced discretionary spending levels among many c...

Euromonitor International's Direct Selling in New Zealand 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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