

Direct Selling in Brazil

Market Direction | 2024-03-12 | 40 pages | Euromonitor

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Report description:

Direct selling maintained current value growth in Brazil in 2023, continuing the trend seen throughout the review period. The ongoing growth of direct selling has been supported by a number of factors in Brazil, particularly following the emergence of the pandemic and subsequent surge in unemployment levels, which resulted in widespread financial hardship. This further deterioration of an already weak labour market contributed to a major increase in the number of sales consultants representing t...

Euromonitor International's Direct Selling in Brazil 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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