

Direct Selling in Mexico

Market Direction | 2024-03-22 | 38 pages | Euromonitor

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Report description:

In 2023, direct selling achieved positive current value growth for a third consecutive year in Mexico; far exceeding the pre-pandemic level of sales. Despite this strong sales performance, the number of direct selling agents contracted again in 2023, following the peak reached in 2020, when many Mexicans were seeking to earn extra money during the COVID-19 pandemic. Many sellers, who initiated their direct selling careers due to the lockdowns, as they looked for alternative sources of income, ar...

Euromonitor International's Direct Selling in Mexico 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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Companies continue to invest in omnichannel strategies

Health and beauty, and fashion continue to dominate sales in direct selling

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Direct selling companies are implementing sustainability to boost public perception

Players in direct selling are adopting new payment methods in order to compete with other channels

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