

Direct Selling in Ireland

Market Direction | 2025-02-27 | 35 pages | Euromonitor

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Report description:

In 2024, direct selling in Ireland experienced a 1% decline in retail value, marking the third consecutive year of sales decreases. Despite a general easing of inflation and a rise in consumption across the country, the direct selling category continued to struggle. There is strong competition across all channels, but the most significant pressure comes from the shift to online sales, which has further eroded the traditional direct selling model. The products within this category are not typical...

Euromonitor International's Direct Selling in Ireland 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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