



# Direct Selling in Greece

March 2024

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## Direct Selling in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Oriflame seeks to attract new salespeople  
Direct selling primarily targets older consumers  
Avon retains lead

#### PROSPECTS AND OPPORTUNITIES

Direct selling continues to face significant challenges  
Direct sellers need to engage with digital technologies  
Local producers may look to target consumers directly

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Trend towards shopping in convenience stores  
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