

Direct Selling in Greece

February 2025

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Direct Selling in Greece - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Competition from e-commerce drives down sales Sports focus takes Herbalife to the top Social media influencers play important role in beauty and personal care direct selling

PROSPECTS AND OPPORTUNITIES

Direct selling players need to adapt Local players likely to look to build direct relationships with consumers Growing use of social media and video marketing

CHANNEL DATA

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