



Euromonitor  
International

# Direct Selling in Ireland

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct selling records a retail value decline for the third consecutive year

Herbalife records sales growth and improves its share with a focus on health and wellbeing products

The uncertain economic situation leads to recruitment within direct selling jobs

PROSPECTS AND OPPORTUNITIES

Direct selling is set to face rising competition from online retailers

Health and wellness products are expected to perform well as consumers embrace rising wellness trends

Direct selling is expected to shift further online, reaching a wider audience

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Retail in Ireland - Industry Overview

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Consumers continue to be cautious of their spending during 2024

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DISCLAIMER

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