



Direct Selling in Finland

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Marginalisation of direct selling as a retail channel continues
Fragmented competitive landscape is led by Tupperware in 2024
Nosh changes its business model while Avon withdraws

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Decline expected to continue across the forecast period
E-commerce will increasingly take over direct selling sales
Product categories and changes to benefits will further challenge the channel

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Retail in Finland - Industry Overview

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Domestic giants continue leading retail in Finland
Still room for growth in e-commerce
What next for retail?

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