

Direct Selling in Argentina

February 2025

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Direct Selling in Argentina - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive performance seen from direct selling in 2024 Beauty and personal care account for greatest proportion of sales in direct selling Removal of import barriers boosts product supply and variety

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Omnichannel strategies to remain key to development Digitalisation and discounts will come into sharper focus Positive outlook forecast for direct selling

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