



Euromonitor
International

Direct Selling in Hong Kong, China

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct selling sales decline as consumers look to save money but health and beauty sales continue to recover
Amway strengthens lead of direct selling in Hong Kong
Strong growth for Herbalife as its weight management products remain popular

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Stable outlook as health and beauty will continue to drive direct selling
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E-commerce offers direct competition to direct selling

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Retail in Hong Kong, China - Industry Overview

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Retail in 2024: The big picture
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E-commerce regains strong growth momentum, recording dynamic performance
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