



Direct Selling in the US

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Another year of declining sales for direct selling in 2024
Bankruptcy and business closures mark direct selling in 2024
Neora experiences a landmark win against the US Federal Trade Commission

PROSPECTS AND OPPORTUNITIES

Direct selling set to maintain its declining trend over the forecast period
Weight loss drugs will disrupt the direct selling channel
New forms of social commerce present both opportunities and competition

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Retail in the US - Industry Overview

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Retail in 2024: The big picture
Exceptionally high grocery prices in 2024 enter the political arena
China-affiliated competitors reset the landscape for retail e-commerce in the US
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
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- Prime Day/Christmas in July
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