



Euromonitor
International

Direct Selling in Indonesia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Ban on direct sales of products on online marketplaces undermines value sales
- Herbalife provides continuous training for its members and makes effective use of social media
- Continuous product innovation important in providing customer value in direct selling in Indonesia

PROSPECTS AND OPPORTUNITIES

- Value sales not expected to recover in the forecast period
- Health and beauty products to remain the key contributor
- Players focusing more on beauty products

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Retail in Indonesia - Industry Overview

EXECUTIVE SUMMARY

- Retail in 2024: Resilient growth amidst a challenging operating environment
- Outlet numbers stagnate in Indonesian retail
- Different strategies offered by grocery retailers and non-grocery retailers
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Eid al-Fitr/Lebaran
- School holidays
- Harbolnas (national online shopping day)
- Christmas

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