



Direct Selling in the Philippines

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Competition from e-commerce hinders growth
- Avon continues to lose ground amid ongoing challenges
- Health and wellness trends impact direct selling

PROSPECTS AND OPPORTUNITIES

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- Players will make increasing use of social media marketing
- Events and cross-promotions could help to build customer loyalty

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Retail in the Philippines - Industry Overview

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