



Direct Selling in India

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer health remains the leading category in direct selling

Herbalife further strengthens its brand share in direct selling by entering a new health segment and raising its profile

Major players focus on further strengthening their networks of sellers in India

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The legal changes made will benefit direct selling going forward

Direct selling will face a strong challenge from other retail channels

Tier 2 and tier 3 cities will remain key growth areas

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Retail in India - Industry Overview

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Omnichannel experience becomes key for both offline as well as offline retailers

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