



Euromonitor
International

Direct Selling in India

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and beauty direct selling continues to dominate overall direct selling

Weak consumer sentiment and high food inflation limit discretionary spending, influencing the growth of direct selling

Players increasingly adopt a multi-channel approach, with a strategic focus on an online presence

PROSPECTS AND OPPORTUNITIES

Direct selling to benefit from self-employment and female empowerment opportunities

Loyalty programmes tailored to end consumers will help tackle growing competition from other retail channels

Diversification beyond traditional product range to offer opportunities for growth

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Retail in India - Industry Overview

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Price, and level of involvement in the buying process are leading parameters when choosing a retail channel

Evolving consumer preferences make an omnichannel presence imperative to drive strong demand

What next for retail?

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