



Euromonitor
International

Direct Selling in France

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct selling sees stagnant performance amid digital revolution
Leader Vorwerk remains resilient, while Henri Maire and Phildar see robust growth
Other key players struggle amid challenging conditions

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Direct selling will see digital transformation
Channel remains valuable source of supplementary income
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Retail in France - Industry Overview

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Retail in 2024: The big picture
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Competitive landscape becomes increasingly consolidated, following strategic mergers and acquisitions
What next for retail?

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DISCLAIMER

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