



# Direct Selling in Norway

February 2024

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## Direct Selling in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Direct selling remains popular post-pandemic  
Consumer health direct selling maintains its lead  
Eqology benefits from its size and product range

#### PROSPECTS AND OPPORTUNITIES

Growth set to be maintained, but some small players likely to disappear  
E-commerce to further blur the boundary between the two channels  
Health trend will continue driving sales via direct selling

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Retail in 2023: The big picture  
Smaller affordable purchases are a high priority for shoppers  
Home investments slowdown in the post-pandemic era  
What next for retail?

### OPERATING ENVIRONMENT

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