



# Direct Selling in Canada

February 2025

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2024 DEVELOPMENTS

Consumer return to in-store retail exerts pressure on direct selling  
Traditional direct selling models lose momentum  
Rising focus on wellness and skin care

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Focus on health and wellness products to continue to stimulate growth opportunities  
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Retail in Canada - Industry Overview

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Retail in 2024: The big picture  
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Health and wellness takes centre stage in 2024  
What next for retail?

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- Opening hours for physical retail
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- Seasonality
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