



Euromonitor
International

Direct Selling in Turkey

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Direct selling rises in Turkey in 2024
- Avon and Farmasi continue to lead overall channel
- Direct sellers boost their online presence

PROSPECTS AND OPPORTUNITIES

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- AI Integration will expand across direct selling channel

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Retail in Turkey - Industry Overview

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- GenAI and social and ecological activism trends gain traction
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