



Euromonitor
International

Direct Selling in Germany

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct selling sales approach stagnation in Germany
Major exit illustrates shift away from direct selling towards retail e-commerce
Health and beauty products remain a pillar of direct selling model in Germany

PROSPECTS AND OPPORTUNITIES

Stagnation for direct selling as competition from retail e-commerce intensifies
Embracing the digital aspects will be crucial to survival
More consolidated competitive landscape ahead likely

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Retail in Germany - Industry Overview

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Similar growth rates for discounters and supermarkets, while interest in organic food and drinks continues to rise
Enhancing retail success through omnichannel integration
What next for retail?

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