



Euromonitor
International

Direct Selling in China

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Limited momentum observed in 2023
Strict government regulation remains in place, limiting the growth potential
Amway maintains its leading position

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Offline gatherings will remain important for building relationships
Regulator likely to modify the existing ordinance

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Retail in China - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture
Boosting consumption remains a major challenge
No clear boundary between online retailers and offline retailers
What next for retail?

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Opening hours for physical retail
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