

# **Direct Selling in China**

February 2025

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# Direct Selling in China - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Innovation in products and services boosts consumers' interest Amway's strong performance amidst decline of competitors Entry of new players discouraged by need for a permit

#### PROSPECTS AND OPPORTUNITIES

Stable growth expected for direct selling due to greater trust Challenges and opportunities from social commerce Expansion into lower-tier cities

#### CHANNEL DATA

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