

# **Direct Selling in New Zealand**

March 2025

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# Direct Selling in New Zealand - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Declining performance for direct selling channel in changing consumer landscape Beauty and consumer health products vital for direct sellers in New Zealand Brands pursue different methods of engaging with customers

### PROSPECTS AND OPPORTUNITIES

Gloomy outlook for direct selling channel Selling products outside of the direct selling channel could attract new customers Digitalisation through social media platforms may enhance appeal

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