



Euromonitor  
International

# Direct Selling in Costa Rica

March 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Beauty and personal care direct selling posts the highest growth in 2022  
Belcorp continues to lead as sellers focus on the use of social media platforms  
Recruitment rises as lower-income households need to supplement income

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Direct sellers implement strategies to boost sales, including physical locations  
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