



Euromonitor  
International

# Direct Selling in Brazil

February 2025

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## Direct Selling in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Beauty and personal care leads direct selling in 2024

Natura&Co divests The Body Shop and AESOP

Multi-brand sales representatives grow

#### PROSPECTS AND OPPORTUNITIES

Growth in formal employment could impact direct selling in the short term

A move into other channels, especially for players in beauty and personal care

Relationship-based sales set to continue, but adapt

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### EXECUTIVE SUMMARY

Retail in 2024: The big picture

Mergers and acquisitions by strong companies impact retailing in 2024

Warehouse clubs increase their revenue

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2024

Seasonality

Carnival

Consumer Day

Mother's Day

Father's Day

Client Day

Children's Day

Black Friday and Cyber Monday

Christmas

Summer

Back to school

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