



Euromonitor
International

Direct Selling in Ireland

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct selling records a retail value decline for the third consecutive year
Herbalife records sales growth and improves its share with a focus on health and wellbeing products
The uncertain economic situation leads to recruitment within direct selling jobs

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Direct selling is set to face rising competition from online retailers
Health and wellness products are expected to perform well as consumers embrace rising wellness trends
Direct selling is expected to shift further online, reaching a wider audience

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Retail in Ireland - Industry Overview

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DISCLAIMER

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