

Direct Selling in China

February 2025

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Direct Selling in China - Category analysis

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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

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

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Shifts in retail channels favour value-based retail and online sales

What next for retail?

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Informal retail

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