



Direct Selling in the United Kingdom

March 2024

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Direct Selling in the United Kingdom - Category analysis

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2023 DEVELOPMENTS

Direct selling returns to positive growth in 2023

The Body Shop acquired by Aurelius

Avon begins its move away from the DTC model

PROSPECTS AND OPPORTUNITIES

Direct selling set for a low but positive growth over the forecast period

Health and beauty players expected to continue moving away from DTC model

Social platforms and livestreaming likely to have positive effect on direct selling

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