



Euromonitor  
International

# Direct Selling in Belgium

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## Direct Selling in Belgium - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Decline for direct selling in 2023, amid competition from physical stores and e-commerce

Channel sees contrasting performances

Herbalife maintains its lead in 2023

#### PROSPECTS AND OPPORTUNITIES

Modest growth expected, amid competition from e-commerce

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Herbalife will remain leading brand

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