



# Direct Selling in Australia

March 2024

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## Direct Selling in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

E-commerce growth presents challenge for direct selling  
Health and beauty direct selling records improving sales growth in 2023  
Flexible arrangements the new norm for direct selling agents

#### PROSPECTS AND OPPORTUNITIES

Limited growth amid competitive landscape and further online shopping  
Word of mouth an advantage of direct selling  
Digitalisation and sustainability can support direct selling in the coming years

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