



Euromonitor  
International

# Direct Selling in China

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Limited momentum observed in 2023

Strict government regulation remains in place, limiting the growth potential

Amway maintains its leading position

### PROSPECTS AND OPPORTUNITIES

Limited prospects for growth over the forecast period

Offline gatherings will remain important for building relationships

Regulator likely to modify the existing ordinance

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Retail in 2023: The big picture

Boosting consumption remains a major challenge

No clear boundary between online retailers and offline retailers

What next for retail?

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Informal retail

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Seasonality

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