



Direct Selling in Peru

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling growth outpaces overall retail performance
Direct selling sales are led by beauty and personal care
Azzorti offers retail brands the possibility to access direct selling distribution

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Local players to continue leading direct selling category
Online sales will boost direct selling, becoming a complementary channel

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Retail in Peru - Industry Overview

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E-commerce offers setbacks and successes for key players
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Informal retail
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