

# **Global Direct Selling Market Size study & Forecast, by Product (Health & Wellness, Cosmetics And Personal Care, Household Goods & Durables, Others) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Direct Selling Market is valued at approximately USD 189.71 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 6.10% over the forecast period 2022-2029. Single-level marketing and multi-level marketing are both parts of direct selling. The FTC states that 'direct selling is a general phrase that embraces a number of business types based on person-to-person selling in venues other than a retail facility, such as social media platforms or the home of the salesperson or potential customer. The major driving factor for the market is rising e-commerce penetration. Along with this, large number of people have access to alternative income possibilities through direct selling, which also promotes micro business. Moreover, rising adoption of health and wellness products is creating lucrative growth opportunities in the market over the forecast period 2022-2029.

Over 125.4 million direct sellers are estimated to be participating in the sector by 2020, according to the World Federation of Direct Selling Associations (WFDSA), and this figure is expected to rise as the industry expands. In addition to offering revenue opportunities, direct selling teaches transferable management and sales abilities that may be used outside of the direct selling industry. However, the high preference for e-commerce purchases is restraining market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Direct Selling Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. With a market share of almost 45% in 2021, the Asia Pacific region led the world in expanding

healthcare and cosmetics spending. In emerging countries, direct sellers are becoming more popular, notably in lower-class cities in China, India, and Indonesia. Due to a dearth of physical outlets and a populace that is less educated in some places, the nature of direct selling businesses connects strongly with this market segment. In 2022-2029, North America is growing with the fastest CAGR. The presence of various players and a growing propensity for direct selling as a means of generating additional money are driving the region's growth. Additionally, increasing disposable income and government initiatives are projected to accelerate regional market expansion in the upcoming years.

Major market players included in this report are:

Amway Enterprises Pvt. Ltd.  
Herbalife Nutrition Ltd.  
Avon Products, Inc.  
Vorwerk  
Nu Skin Enterprises  
Tupperware Brands Corporation  
Oriflame Holding AG  
Belcorp  
Mary Kay Inc.  
Cutco Corporation

Recent Developments in the Market:

In February 2022, under its flagship brand Nutrilite, FMCG direct selling business Amway India introduced nutritional supplements in chic, delectable, practical, and straightforward shapes like flavorful candies and mouth-dissolving jelly strips.

Global Direct Selling Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Product, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in

recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

**By Product:**

Health & Wellness  
Cosmetics And Personal Care  
Household Goods & Durables  
Others

**By Region:**

North America  
U.S.  
Canada  
Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE  
Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
RoLA  
Rest of the World

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