

Amway Corp in Retailing (World)

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Abstracts

After years of growth thanks to successful development in emerging markets in Asia Pacific, US-based direct seller Amway Corp has hit a wall thanks to a sales slowdown in China, their largest market, alongside unfavourable currency exchange rates. The company's strong development pipeline run by the company's own R&D and manufacturing facilities, seven more of which the company is constructing in the US and Asia, should help Amway's future global performance.

Euromonitor International's Amway Corp in Retailing (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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