

Direct Selling in Colombia

<https://marketpublishers.com/r/D45046D0440EEN.html>

Date: March 2020

Pages: 4

Price: US\$ 990.00 (Single User License)

ID: D45046D0440EEN

Abstracts

Direct selling continued to see steady moderate current value growth in 2019. This is a channel that is characterised by requiring personal contact through networking, and is locally referred to as a “people business”. However, players in direct selling are increasingly also migrating into other channels, by expanding into customer service points in shopping centres and digitising catalogues to send to customers through mobile devices so they can make purchases through social networks. In additio...

Euromonitor International's Direct Selling in Colombia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Non-Store Retailing.

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

Why buy this report?

Get a detailed picture of the Direct Selling market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

HEADLINES

PROSPECTS

From traditional direct selling to omnichannel retailing
Plans for expansion, but trust needs to be re-established
Training provided to direct sellers for specific product types

COMPETITIVE LANDSCAPE

Yanbal extends its lead in a competitive channel
Players expand contact opportunities with consumers
Expectations of new players in direct selling

CHANNEL DATA

Table 1 Direct Selling by Category: Value 2014-2019
Table 2 Direct Selling by Category: % Value Growth 2014-2019
Table 3 Direct Selling GBO Company Shares: % Value 2015-2019
Table 4 Direct Selling GBN Brand Shares: % Value 2016-2019
Table 5 Direct Selling Forecasts by Category: Value 2019-2024
Table 6 Direct Selling Forecasts by Category: % Value Growth 2019-2024

I would like to order

Product name: Direct Selling in Colombia

Product link: <https://marketpublishers.com/r/D45046D0440EEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D45046D0440EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970