

Direct Selling in Latin America

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Abstracts

This report analyses the performance of direct selling in Latin American markets, considering how the different product categories perform within this channel. It also explores the competitive landscape, addressing initiatives from players with both domestic and regional operations. Lastly, it features expectations for the 2018-2023 period, especially regarding beauty and personal care direct selling, which is the leading product category sold via this channel.

Euromonitor International's Direct Selling in Latin America global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for 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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Get a detailed picture of the Retailing 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.

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