

Direct Selling in the United Kingdom

URL:	https://marketpublishers.com/r/D6AE5AD6EF7EN.html
Date:	March 12, 2018
Pages:	45
Price:	US\$ 990.00
ID:	D6AE5AD6EF7EN

Many more established players, such as Avon and Herbalife, are struggling in direct selling, facing growing competition from internet retailing. They are also hampered by their somewhat old-fashioned image, a trend set to continue into the forecast period. However, the channel as a whole saw a resurgence towards the end of the review period, benefiting from some innovative ideas among smaller players. For instance, while more established players, such as Avon, are struggling to remain relevant...

Euromonitor International's Direct Selling in United Kingdom 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: Apparel and Footwear Direct Selling, Beauty and Personal Care Direct Selling, Consumer Appliances Direct Selling, Consumer Electronics Direct Selling, Consumer Healthcare Direct Selling, Food and Drink Direct Selling, Home Care Direct Selling, Home Improvement and Gardening Direct Selling, Housewares and Home Furnishings Direct Selling, Media Products Direct Selling, Other Direct Selling, Personal Accessories and Eyewear Direct Selling, Pet Care Direct Selling, Traditional Toys and Games Direct Selling, Video Games Hardware Direct Selling.

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.

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