

DIRECT CONNECT MONTHLY

IDSA.CO.IN

OCTOBER 2024

DIRECT SELLING'S GLOBAL FOOTPRINT

Source: WFDSA Global Statistics



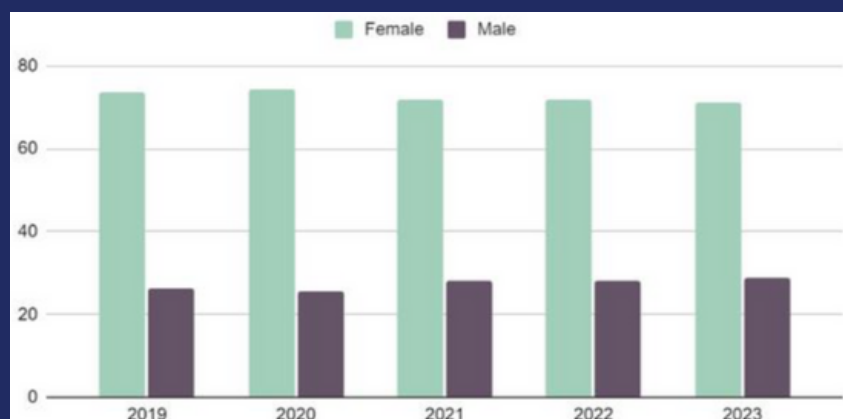
Global Sales Performance

Over the past four years, retail sales worldwide grew by **1%**. **In 2023**, the direct selling industry saw a modest decline of 2.3%, reaching **\$167.6 billion**—a figure still above pre-pandemic levels in 2019.

The industry's resilience was evident, especially during the pandemic, with growth rates of **2.2% in 2020** and **2% in 2021**.

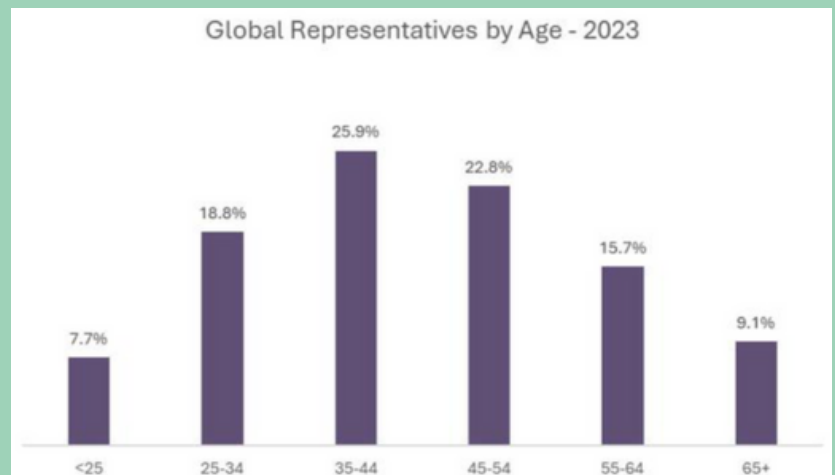
Empowering Women:

Direct selling is notably women-driven, with **70% of representatives being women**. Many female entrepreneurs turn to this model as a flexible path to business ownership, often driven by limited traditional job opportunities.



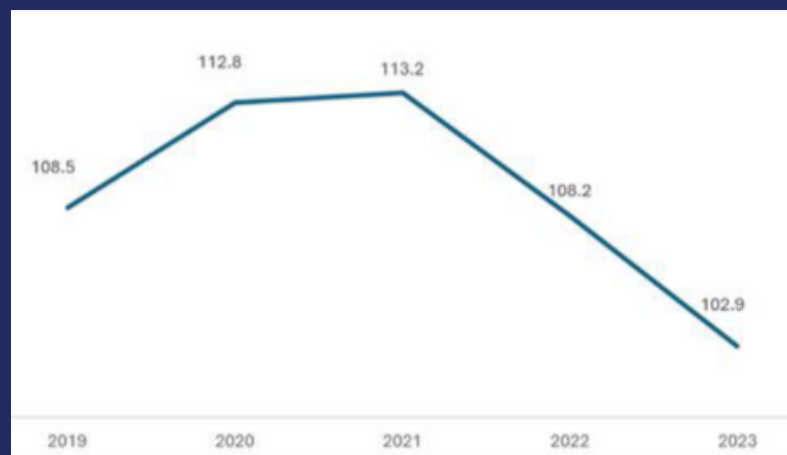
Age Dynamics:

Direct selling has broad age appeal, with nearly one half (**48.7%**) of direct sellers falling between **ages of 35 and 54** showing the industry's adaptability to different stages of professional life.



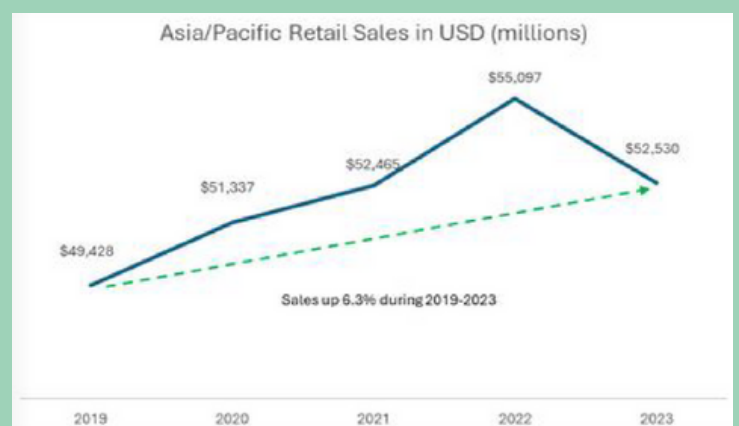
Sales Representative Trends:

While the number of global direct sales representatives rose during the pandemic, it has declined slightly over the past two years. As of **2023**, **102.9 million** representatives are engaged globally.



Asia-Pacific Market Resilience:

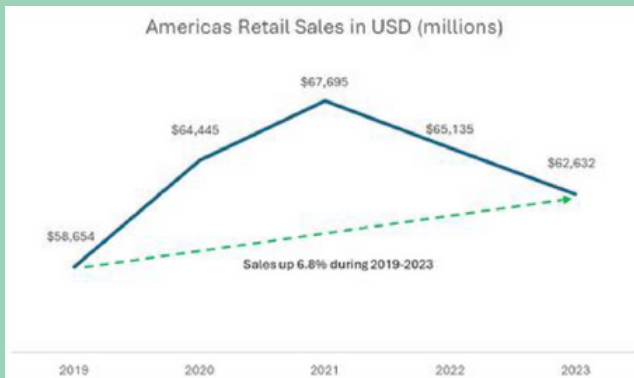
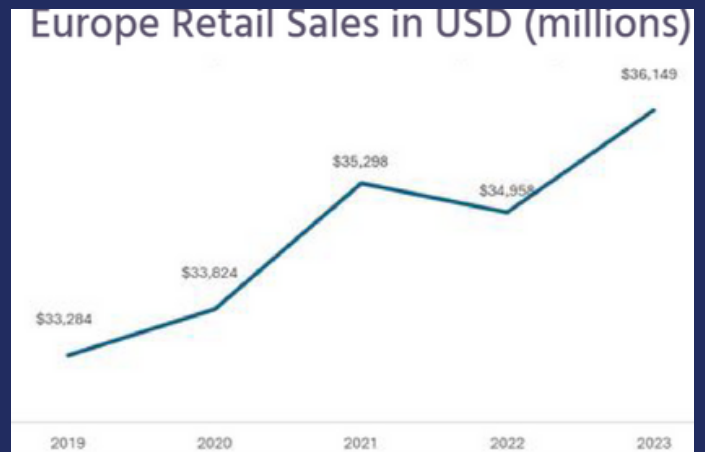
The Asia-Pacific region, home to **8 of the top 24 direct selling** markets, showed an impressive sales growth of **6.3% from 2019-2023**. Hong Kong and China saw declines due to economic shifts and pandemic restrictions, while other countries, such as India and Malaysia, experienced growth driven by increasing demand for wellness products.



India stands at 11th position in the global direct selling market.

European Market Growth:

In Europe, retail sales rose by **8.6% between 2019 and 2023**, with Germany as the region's largest market, accounting for **54.7%** of sales. Germany experienced **7.0%** growth in direct selling in 2023, with energy and telecom categories expanding rapidly.



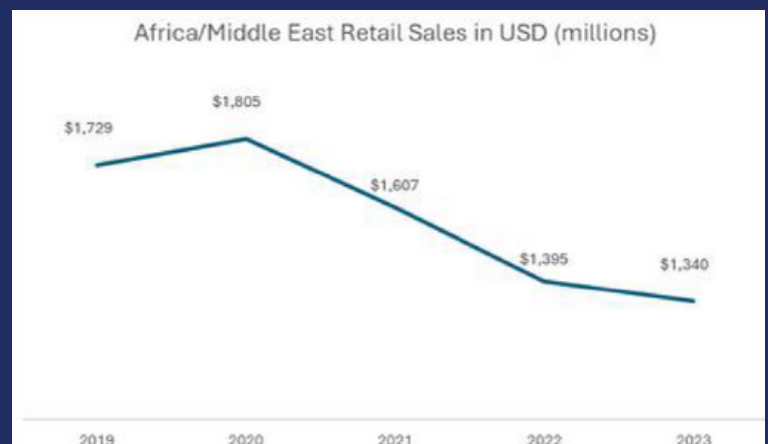
Americas Market Overview:

The Americas saw steady sales, with a **6.8% increase** over four years. The U.S. remains the largest direct selling market globally, while countries like Argentina and Colombia have seen substantial growth at **72%** and **10.8% CAGR**, respectively.

Africa and Middle East Dynamics:

The Africa and Middle East regions faced challenges, with a **22.5%** decline in sales from 2019 to 2024 due to market factors such as political instability and competition from e-commerce.

Direct selling companies are adapting by focusing on wellness products and digital platforms, and younger people are increasingly turning to direct selling as a flexible income source.



Product Category Highlights in Global Direct Selling

1. Cosmetics & Personal Care

Globally, cosmetics and personal care products make up **24% of the industry's sales**. However, the Americas have a stronger focus on this category, contributing **29%**, while Asia/Pacific lags slightly at **17%**.

2. Wellness

The wellness sector accounts for **32%** of worldwide sales, with Asia/Pacific standing out at **39%**, showing the region's strong preference for health and wellness products. In Europe, wellness products make up **32%** of the sales, followed by Americas share at nearly **27%**.

3. Household Goods & Durables

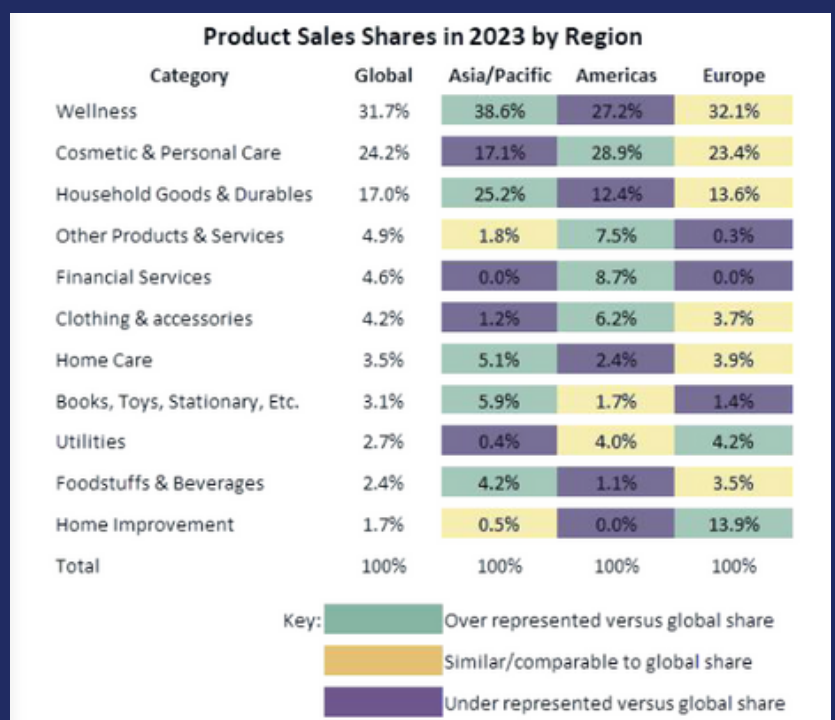
This category holds a global share of **17%**. Asia/Pacific, however, leads with **25% of sales** in household products, while the Americas show a smaller share at 12%.

4. Regional Variations in Product Demand

Wellness and cosmetic products combined contribute to over half of the global direct selling industry.

Each region displays unique preferences: Asia/Pacific is particularly inclined towards wellness and household goods, while the Americas lead in cosmetics and personal care.

These regional trends highlight the evolving focus areas within the direct selling market, showing how different regions adapt to meet local consumer preferences.



STATE STATUTE

Kerala Monitoring Mechanism Committee Meeting

IDSA panel lead by **Mr Vivek Katoch, Chairman** engaged in the Kerala Monitoring Mechanism Committee Meeting for Direct Selling held on 8 October 2024 called out by **Shri Chauhan, Hon'ble Minister for Food, Civil Supplies and Consumer Affairs, Kerala.**

The meeting witnessed participation from key stakeholders and representatives of Trade Unions and Associations to facilitate a discussion on the official launch of Kerala Direct Selling Monitoring Mechanism. IDSA is partnering with Kerala Government to support them in launching the mechanism. The date of official launch is yet to be decided.

Telangana Monitoring Mechanism Committee Meeting

IDSA panel lead by **Mr Vivek Katoch, Chairman** and **Ms Amarpreet Kaur Chawla, Secretariat Head** engaged in the Telangana Monitoring Mechanism Committee Meeting for Direct Selling held on 15 October 2024 called out by **Shri D.S. Chauhan, Secretary, Consumer Affairs, Telangana.** The Committee meeting witnessed discussion on specific aspects of the mechanism to ensure it is focused on shaping an enabling ecosystem for the direct selling in the state. The discussions on the mechanism are in process.

IDSA OPINION POLL

Direct selling in India sees diverse age groups actively participating. Which age group do you think leads the way?



Cast Your Vote! How much do you think it is?

Click [HERE](#) to share your views.

GLOBAL UPDATES

FTC Appeals Texas Ruling Against Noncompete Ban

<https://www.directsellingnews.com/2024/10/21/ftc-appeals-texas-ruling-against-noncompete-ban/>

[Read More](#)

DSA Canada Celebrates 70th Anniversary

<https://www.directsellingnews.com/2024/10/21/dsa-canada-celebrates-70th-anniversary/>

[Read More](#)



UK DSA Social Selling Academy Provides Free Training to Independent Sellers

<https://www.directsellingnews.com/2024/10/02/uk-dsa-social-selling-academy-provides-free-training-to-independent-sellers/>

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IDSA SOCIAL MEDIA

Dussehra Giveaway with Modicare Ltd.

Our festive Dussehra Giveaway with Modicare Ltd. received an incredible response! We posted a special **crossword with festival-themed words**, inviting our audience to participate. Five lucky winners solved it and won delightful hampers from partner.



Diwali Giveaway with Avon Beauty Products India Pvt. Ltd.

The 6-day Diwali festive giveaway campaign was conducted from Dhanteras to Bhai Dooj, in partnership with Avon Ltd. Five Lucky Winners with correct answers for all the quiz questions were rewarded with exclusive Avon hampers, making their Diwali extra special. ✨

धनतेरस
Dhanteras marks the beginning of Diwali celebrations. On this day, people traditionally buy precious metals to invite prosperity.

Which deity is worshipped for good health and wealth on Dhanteras?

A) Lord Kubera
B) Goddess Lakshmi
C) Lord Dhanvantari
D) Lord Ganesha

AVON
EXCLUSIVE GIVEAWAY PARTNER

नरकचतुर्दशी
Naraka Chaturdashi, also known as Choti Diwali, celebrates the victory of Lord Krishna over the demon Narakasura.

What traditional activity do people do early in the morning on this day for spiritual cleansing?

A) Lighting diyas
B) Taking an oil bath
C) Wearing new clothes
D) Offering sweets to gods

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Happy Diwali

What is the significance of lighting diyas during Diwali?

A) To banish darkness and evil
B) To celebrate the harvest season
C) To honor ancestors
D) To welcome the monsoon

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शुभ दीपावली

Diwali is the festival of lights, symbolizing the triumph of good over evil. On this day, Lord Ram returned to Ayodhya after 14 years of exile. How do we traditionally welcome prosperity into our homes on Diwali night?

A) Lighting diyas and candles
B) Singing devotional songs
C) Flying kites
D) Planting trees

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गोवर्धन पूजा

Govardhan Puja celebrates Lord Krishna lifting the Govardhan Hill to protect villagers from heavy rains. On this day, people prepare which special food offering to commemorate the occasion?

A) Sweets made from jaggery
B) Chhappan Bhog (56 varieties of food)
C) Milk-based desserts
D) Fruits and nuts

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भाईदूज

Bhai Dooj celebrates the bond between brothers and sisters, symbolizing love and protection. What do sisters traditionally apply on their brother's forehead during the Bhai Dooj ritual?

A) Haldi
B) Sandalwood paste
C) Roli and rice
D) Ash from a diya

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**THANK YOU FOR JOINING US ON THIS JOURNEY THROUGH OCTOBER!
WE HOPE YOU FOUND OUR INSIGHTS VALUABLE AND INFORMATIVE.**