



Euromonitor  
International

# Direct Selling in Egypt

March 2024

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## Direct Selling in Egypt - Category analysis

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#### 2023 DEVELOPMENTS

Social commerce sales continue to transform direct selling in Egypt

Avon overtakes Oriflame to lead direct selling in 2023

New brands make their way into direct selling

#### PROSPECTS AND OPPORTUNITIES

Female engagement to stimulate direct selling in Egypt

Local brands make their way through an omnichannel approach

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