



Direct Selling in Saudi Arabia

March 2024

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Direct Selling in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Al Manhal Water Factory leads direct selling

Beauty and personal care direct selling facing mounting competition from other retail channels

Price increases limit growth in direct selling

PROSPECTS AND OPPORTUNITIES

Bottled water is expected to remain a driving force of growth in direct selling

Beauty and personal care direct selling facing strong competition

Social media and e-commerce present new opportunities but direct selling will remain about the personal touch

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Retailers adopt personalised marketing strategies

What next for retail?

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