



Euromonitor
International

Direct Selling in the United Arab Emirates

February 2024

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Direct Selling in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Competition from established brands continues to hinder reach of direct selling
Beauty brands traditionally operating direct selling model see blurring of lines
Dubai hosts World Federation of Direct Selling Associations (WFDSA)

PROSPECTS AND OPPORTUNITIES

E-commerce and strong brand loyalty will remain clear challenges
Expanding consumer base will remain a challenge
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Retail in 2023: The big picture

Retailers explore innovative ways to integrate technology to improve shopping journey

Sustainability takes centre stage in board discussions with COP28

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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