

# Direct Selling in Saudi Arabia

March 2024

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### 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

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Seasonality

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Back to school

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