

Direct Selling in the United Arab Emirates

February 2024

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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
Influencer marketing can become the new norm for direct selling

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Retail in the United Arab Emirates - Industry Overview

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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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- Seasonality
- Dubai Shopping Festival
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