

Direct Selling in Morocco

April 2025

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Direct Selling in Morocco - Category analysis

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2024 DEVELOPMENTS

Health and beauty products continue to dominate the channel

Forever Living maintains its lead through wellness positioning and partnerships

Digitalisation transforms sales practices and customer engagement

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Young and entrepreneurial population to drive channel expansion

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Hybrid sales models to reshape competitive landscape

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Sustainability is reshaping the retail landscape

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Informal retail

Opening hours for physical retail

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Chaabane

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Eid kbir

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