



Euromonitor  
International

# Direct Selling in Saudi Arabia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Direct selling remains dominated by wellness products
- Al Manhal Water factory retains its leading position
- Beauty and personal care direct selling faces mounting competition from other retail channels

PROSPECTS AND OPPORTUNITIES

- Expected growth driven by ongoing need for essential goods and convenience
- Bottled water is expected to remain a driving force in direct selling
- Lines will become blurred between e-commerce and direct selling

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Retail in Saudi Arabia - Industry Overview

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- Retail in 2024: The big picture
- Mergers and acquisitions reshape the competitive landscape
- Retail e-commerce is developing at considerable speed
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
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