



Euromonitor
International

Direct Selling in the United Arab Emirates

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct selling growth continues to be supported by health and wellness
Oasis Water Co maintains lead in highly fragmented competitive landscape
Beauty brands traditionally operating direct selling model see blurring of lines

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Increasing concerns over data protection could affect direct selling
Sustainability will remain a key driver over the forecast period
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Retail in the United Arab Emirates - Industry Overview

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Retail in 2024: The big picture
Higher polarisation with premiumisation rising while consumers remain under pressure
More strategic partnerships form as competition intensifies
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Dubai Shopping Festival (“DSF”)
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