



Euromonitor  
International

# Direct Selling in Nigeria

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct selling faces pressure from inflation and declining disposable incomes  
Oriflame retains leadership through community building and personalisation  
QNET gains ground as ethical direct selling gains traction

PROSPECTS AND OPPORTUNITIES

Improved economy and youth-driven entrepreneurship to boost performance  
Social commerce will drive digital engagement and sales  
Diversification of product ranges and strategies will expand appeal

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Retail in Nigeria - Industry Overview

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DISCLAIMER

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