

# Direct Selling in Egypt

March 2024

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## Direct Selling in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Social commerce sales continue to transform direct selling in Egypt

Avon overtakes Oriflame to lead direct selling in 2023

New brands make their way into direct selling

#### PROSPECTS AND OPPORTUNITIES

Female engagement to stimulate direct selling in Egypt

Local brands make their way through an omnichannel approach

Players to look for space in less developed areas of direct selling

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