



# Direct Selling in the United Arab Emirates

February 2024

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## Direct Selling in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Competition from established brands continues to hinder reach of direct selling  
Beauty brands traditionally operating direct selling model see blurring of lines  
Dubai hosts World Federation of Direct Selling Associations (WFDSA)

#### PROSPECTS AND OPPORTUNITIES

E-commerce and strong brand loyalty will remain clear challenges  
Expanding consumer base will remain a challenge  
Influencer marketing can become the new norm for direct selling

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Retail in 2023: The big picture

Retailers explore innovative ways to integrate technology to improve shopping journey

Sustainability takes centre stage in board discussions with COP28

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Dubai Shopping Festival

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Back to School

Super Sales

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