



Direct Selling in Saudi Arabia

March 2025

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Direct Selling in Saudi Arabia - Category analysis

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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Mergers and acquisitions reshape the competitive landscape

Retail e-commerce is developing at considerable speed

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

Ramadan and Eid-al Fitr

National day

Back to school

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