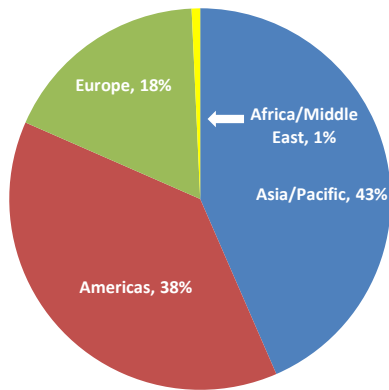




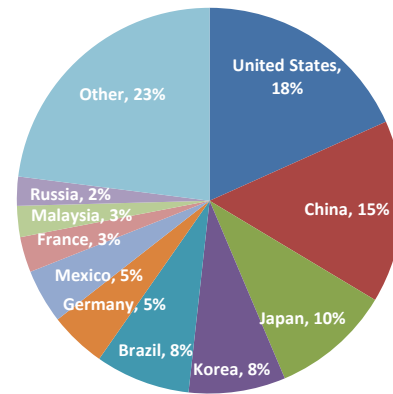
# Global Direct Selling - 2013 Retail Sales

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Regional Sales



Top 10 Global Markets

**Global Industry: \$178,521 (US\$ millions), Up 8.1% in Constant 2013 US\$**

Region/Country	2013 Retail Sales (1)		% Sales Change (YOY) in Constant 2013 US\$ (2)	3-Year CAGR (2010-13)	Independent Contractors (3)
	Local Currency (millions)	US\$ (millions)			
<b>Global</b>	na	178,521	8.1% ▲	6.8%	96,257,679
<b>Asia/Pacific</b>	na	77,569	12.6% ▲	8.2%	50,246,543
Australia (4)	1,490	1,438	2.3% ▲	-2.3%	505,620
China (5)	169,433	27,346	41.0% ▲	23.3%	na
Hong Kong (4)	3,978	513	-3.7% ▼	18.6%	614,641
India	68,859	1,175	11.7% ▲	20.0%	5,775,345
Indonesia (6)	11,743,800	1,123	15.0% ▲	12.0%	10,256,400
Japan	1,747,000	17,901	-3.6% ▼	-4.4%	3,259,000
Kazakhstan (6)	62,000	408	2.0% ▲	6.3%	320,000
Korea	15,841,093	14,469	2.9% ▲	8.0%	5,499,818
Malaysia	14,680	4,659	1.8% ▲	4.7%	4,250,000
New Zealand	283	232	10.3% ▲	4.8%	94,967
Philippines	49,000	1,154	14.8% ▲	17.8%	3,933,210
Singapore (6)	510	407	11.0% ▲	8.5%	429,384
Taiwan	93,333	3,145	6.4% ▲	4.8%	2,900,000
Thailand	93,366	3,039	1.9% ▲	5.3%	11,100,000
Vietnam	8,068,120	386	49.0% ▲	28.5%	1,183,158
Other Asia/Pacific (6)	na	175	13.0% ▲	7.9%	125,000
<b>Africa/Middle East</b>	na	1,284	6.9% ▲	11.3%	1,496,588
<b>Africa</b>	na	1,132	9.2% ▲	13.7%	1,391,899
Morocco	103	12	-39.3% ▼	5.7%	87,112
South Africa (4)	6,948	720	6.7% ▲	6.8%	1,064,787
Other Africa (6)	na	400	17.0% ▲	33.6%	240,000
<b>Middle East</b>	na	152	-7.7% ▼	-1.8%	104,689
Israel (6)	190	53	-5.0% ▼	0.2%	24,689
Other Middle East (6)	na	99	-9.0% ▼	-2.9%	80,000
<b>Americas</b>	na	68,049	5.7% ▲	6.7%	31,786,761
<b>North America</b>	na	34,689	2.7% ▲	4.2%	17,589,158
Canada	2,080	2,019	-6.4% ▼	-1.9%	789,158
United States	32,670	32,670	3.3% ▲	4.6%	16,800,000

Region/Country	2013 Retail Sales (1)		% Sales Change (YOY) in Constant 2013 US\$ (2)	3-Year CAGR (2010-13)	Independent Contractors (3)
	Local Currency (millions)	US\$ (millions)			
<b>South &amp; Central America</b>	na	33,360	9.1% ▲	9.6%	14,197,603
Argentina	10,390	1,903	38.0% ▲	28.1%	700,000
Bolivia (4)(6)	2,351	340	18.0% ▲	29.4%	306,512
Brazil	30,589	14,188	7.2% ▲	8.6%	4,504,001
Chile (6)	259,783	525	8.0% ▲	7.7%	347,856
Colombia	6,140,397	3,286	6.7% ▲	11.6%	2,342,422
Ecuador	870	870	8.5% ▲	10.2%	944,000
Mexico	103,752	8,123	8.5% ▲	6.5%	2,135,694
Peru (4)	5,033	1,863	5.7% ▲	8.3%	449,302
Uruguay (6)	1,859	91	19.0% ▲	12.5%	77,903
Venezuela (2)	16,000	1,391	15.0% ▲	15.7%	1,417,950
Central America/Caribbean (6)	na	755	2.0% ▲	8.1%	946,893
Other South & Central America (6)	na	25	9.0% ▲	14.4%	25,070
<b>Europe</b>	na	31,620	2.9% ▲	3.6%	12,727,787
<b>Western Europe</b>	na	23,280	3.3% ▲	3.7%	2,898,430
Austria (4)(6)	182	242	0.0% ▬	-3.0%	14,728
Belgium (4)(6)	140	186	5.0% ▲	2.2%	18,100
Denmark (6)	330	59	-8.3% ▼	-1.9%	32,830
Finland (6)	180	239	1.0% ▲	1.1%	79,638
France	4,000	5,312	3.9% ▲	3.4%	534,672
Germany (7)	6,380	8,473	4.2% ▲	5.8%	376,415
Greece (4)(6)	123	164	-3.8% ▼	-9.0%	270,331
Ireland	50	66	-5.7% ▼	-2.7%	21,000
Italy	2,332	3,097	1.2% ▲	-1.2%	521,642
Luxembourg	42	55	0.0% ▬	15.9%	2,700
Netherlands	111	147	8.6% ▲	5.2%	53,057
Norway (6)	807	137	-1.0% ▼	4.1%	99,000
Portugal (4)	107	142	4.0% ▲	-1.4%	107,900
Spain	608	807	-4.0% ▼	-3.8%	202,008
Sweden	2,309	355	-2.6% ▼	-4.2%	112,969
Switzerland (6)	413	446	-5.0% ▼	-0.8%	12,250
United Kingdom	2,134	3,334	6.7% ▲	10.4%	420,000
Other Western Europe (6)	na	19	1.0% ▲	-0.2%	19,190
<b>Central &amp; Eastern Europe</b>	na	8,340	1.8% ▲	3.5%	9,829,356
Bulgaria (6)	121	83	5.5% ▲	8.1%	117,208
Croatia (6)	269	47	3.0% ▲	-23.3%	33,630
Czech Republic (4)(6)	5,974	305	-2.1% ▼	-7.3%	246,506
Estonia (4)	30	40	3.9% ▲	20.5%	34,388
Hungary	56,468	252	-5.4% ▼	7.5%	473,725
Latvia (4)	29	39	6.7% ▲	10.3%	45,563
Lithuania	314	121	8.2% ▲	8.7%	101,358
Poland	2,775	878	4.7% ▲	6.8%	900,008
Romania (4)(6)	1,068	321	2.3% ▲	12.2%	292,561
Russia	137,936	4,333	2.7% ▲	3.3%	5,042,778
Slovakia (4)(6)	110	146	1.0% ▲	15.3%	145,000
Slovenia	18	24	-8.0% ▼	-1.2%	23,000
Turkey (4)	1,337	702	2.5% ▲	7.6%	863,475
Ukraine	5,801	726	-4.8% ▼	-1.6%	1,187,836
Other Central & Eastern Europe (6)	na	322	2.0% ▲	2.2%	322,320

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(1) Sales figures are expressed at Estimated Retail level and exclude Value Added Tax. Figures are based on the size of the entire industry, unless otherwise noted.

(2) Sales figures for 2012 and 2013 are expressed in US Constant 2013 Dollars to exclude the impact of foreign exchange and ensure comparability. Average annual exchange rates from the International Monetary Fund have been used to convert data from local currency to US dollars. A notable exception is Venezuela, where the official SICAD exchange rate has been used.

(3) The Direct Selling Independent Contractors include individuals who are career minded entrepreneurs building their own businesses ... or part-time entrepreneurs earning extra income. All enjoy significant discounts on products. In fact, some choose only to enjoy and use the products and not to sell at all.

(4) Figures are based only on DSA member companies and not the entire industry.

(5) Source: *Knowledge Economy China Direct Selling Magazine* (February 2014)

(6) WFDSA research estimate

(7) The German DSA (Bundesverband Direktvertrieb Deutschland - BDD) commissions the University of Mannheim to conduct its annual statistical research; final report to be published in August. Preliminary figures indicate the size of the German market at €14.6 billion, including VAT, based on a broader definition of Direct Selling than that used by WFDSA. In 2014, BDD is not including the Construction and Finance/Insurance sectors. For the sake of global comparability, WFDSA has further excluded items such as VAT, Energy, and Telecommunications.