

FACT SHEET
Global Direct Selling



2011 Global Retail Sales: USD \$153,727 million

Direct Selling

- The marketing of consumer products or services direct to the consumer ...
- ... by an independent sales person who represents a direct selling company.
- Direct sales are generally conducted in a home or a workplace ... away from a permanent bricks & mortar retail setting.
- Today, direct selling also takes advantage of social media and word-of-mouth marketing techniques.

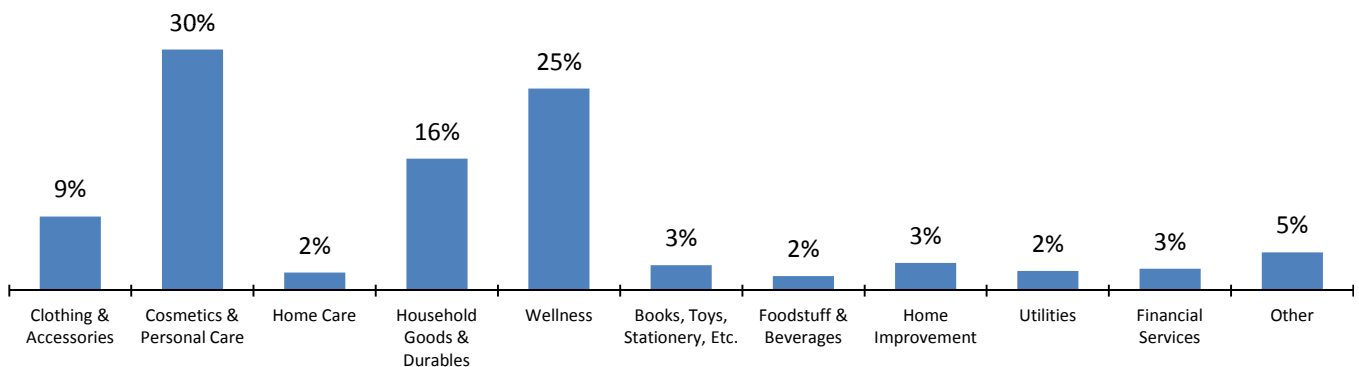
Global Sales Force

The 91.5 million Direct Sellers who represent Direct Selling companies around the world are:

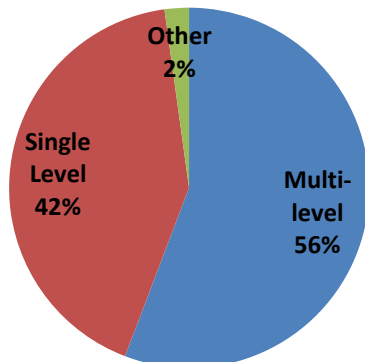
- Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or
- part-time micro-entrepreneurs** who earn extra income by doing so.
- Those seeking new skills**, who join for the training and re-training
- Those seeking new contacts, greater self-esteem, and those who want to give back to the community** through the many Direct Selling social responsibility initiatives.

Of this diverse group, many were customers of the products/services prior to becoming a company representative. As Direct Sellers, all enjoy significant discounts and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.

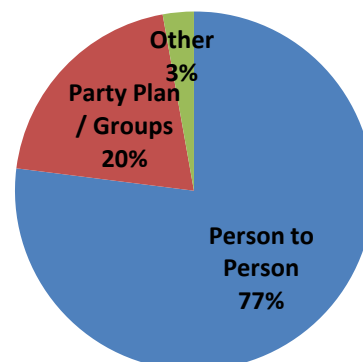
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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Note: Sales figures are expressed at estimated retail level and exclude VAT. Annual average exchange rates for 2011 from the International Monetary Fund were used to convert local currency to US dollars. Percentages may not sum to 100% due to rounding.

FACT SHEET

Direct Selling: United States



2011 United States Retail Sales: USD \$29,870 million

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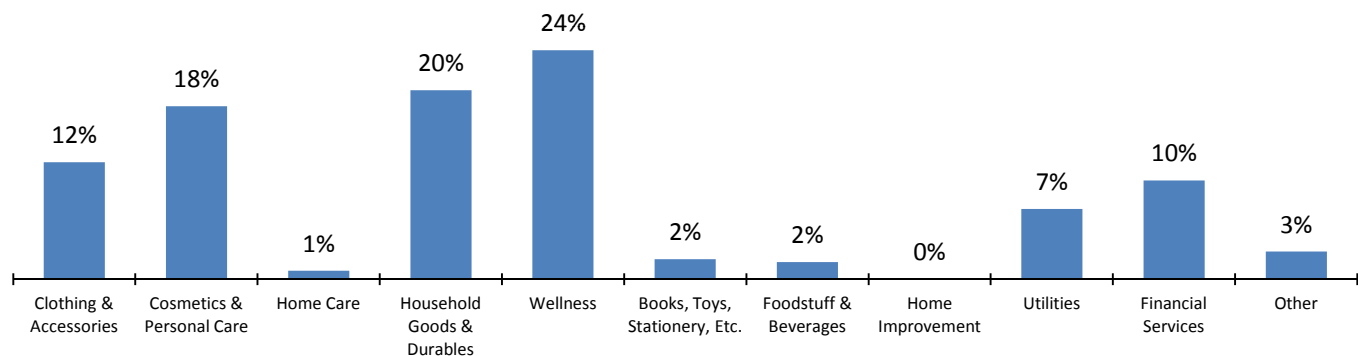
United States Sales Force

The 15.6 million Direct Sellers who represent Direct Selling companies in the United States are:

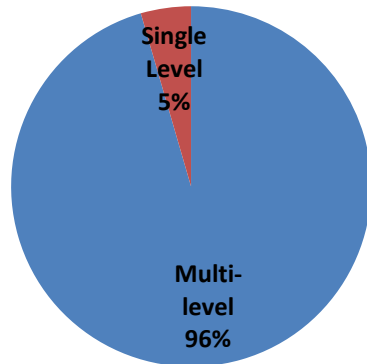
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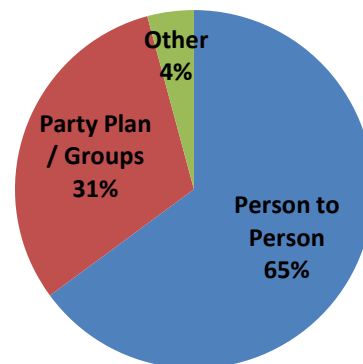
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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FACT SHEET

Direct Selling: Japan



2011 Japan Retail Sales: LC 1,904,000 / USD \$23,857 million

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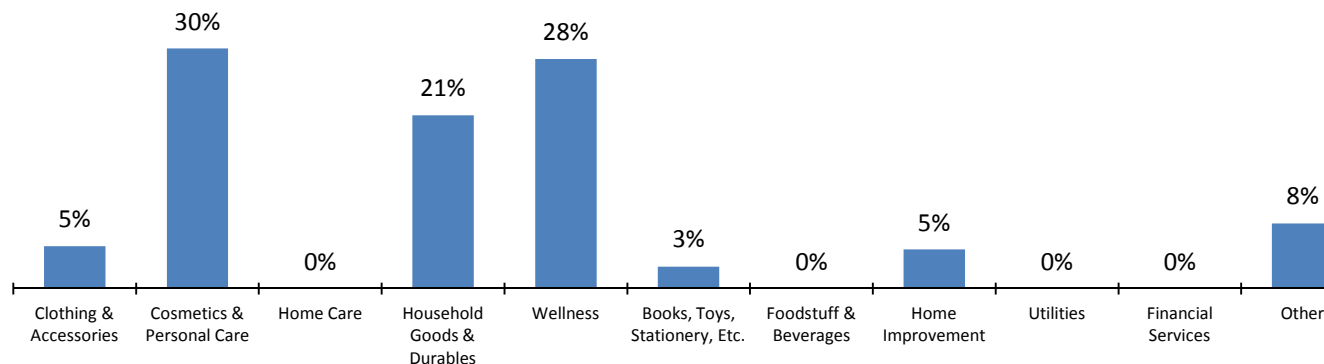
Japan Sales Force

The 3.4 million Direct Sellers who represent Direct Selling companies in Japan are:

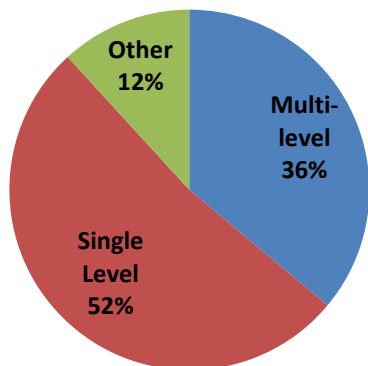
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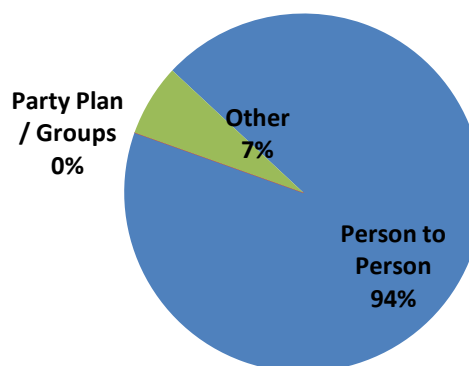
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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FACT SHEET
Direct Selling: Korea



2011 Korea Retail Sales: LC 14,335,618 / USD \$12,935 million

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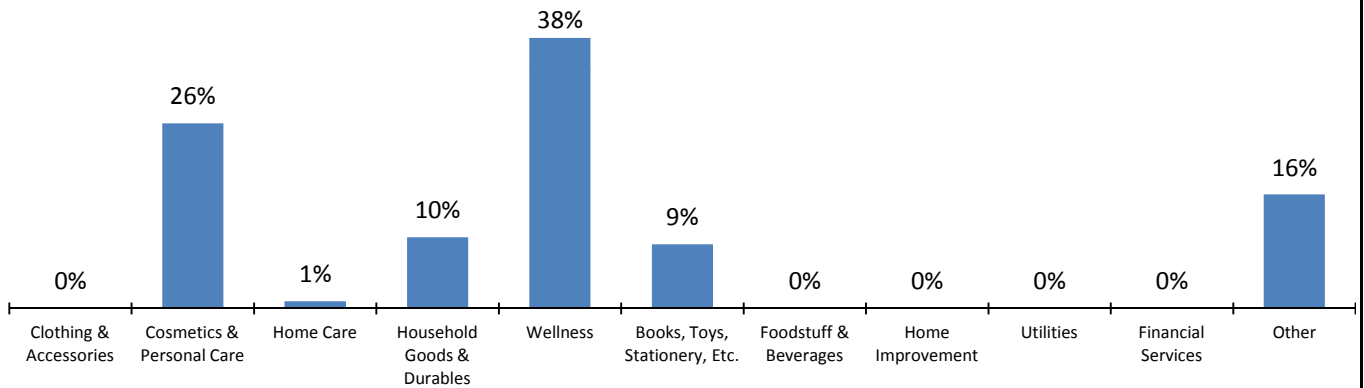
Korea Sales Force

The 4.2 million Direct Sellers who represent Direct Selling companies in Korea are:

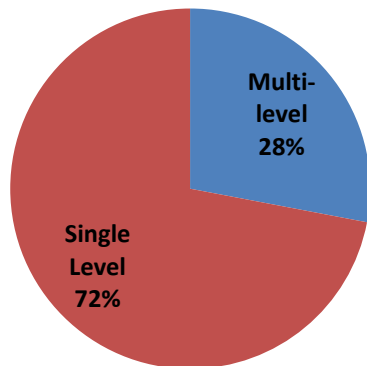
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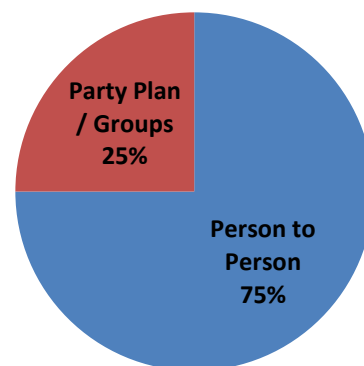
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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FACT SHEET
Direct Selling: Brazil



2011 Brazil Retail Sales: LC 20,029 / USD \$11,972 million

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Brazil Sales Force

The 2.8 million Direct Sellers who represent Direct Selling companies in Brazil are:

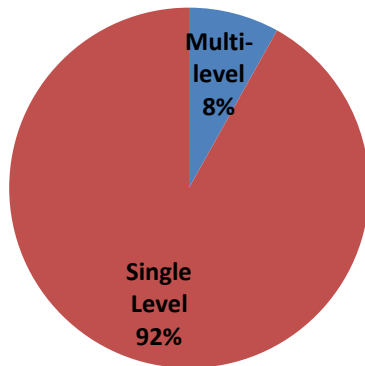
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Sales by Product Category*

Data not available

Sales by Compensation Plan



Sales by Sales Method

Data not available

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FACT SHEET
Direct Selling: Mexico



2011 Mexico Retail Sales: LC 78,400 / USD \$6,311 million

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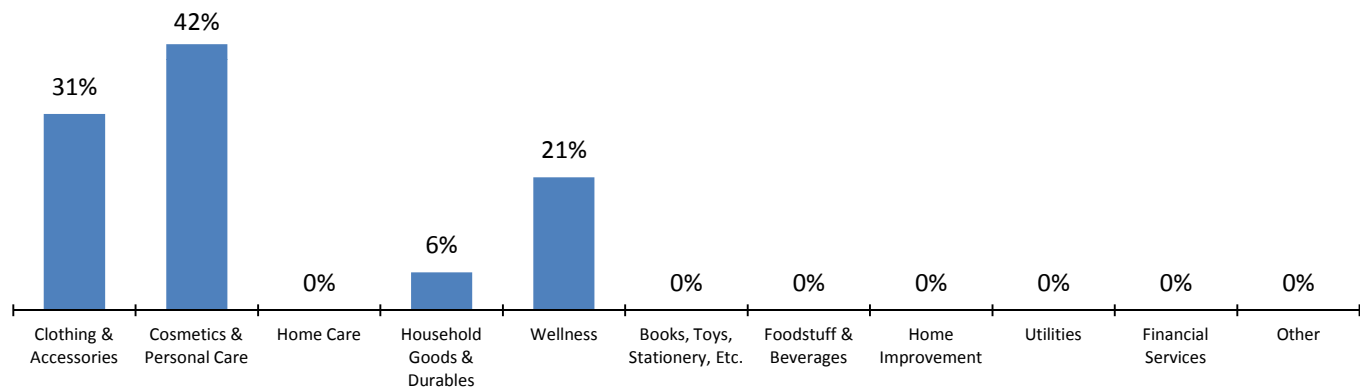
Mexico Sales Force

The 2.2 million Direct Sellers who represent Direct Selling companies in Mexico are:

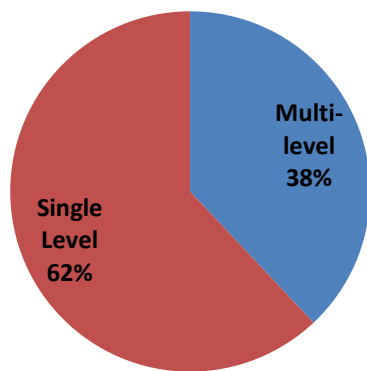
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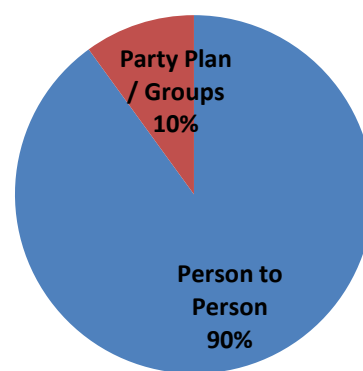
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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FACT SHEET
Direct Selling: France



2011 France Retail Sales: LC 3,700 / USD \$5,139 million

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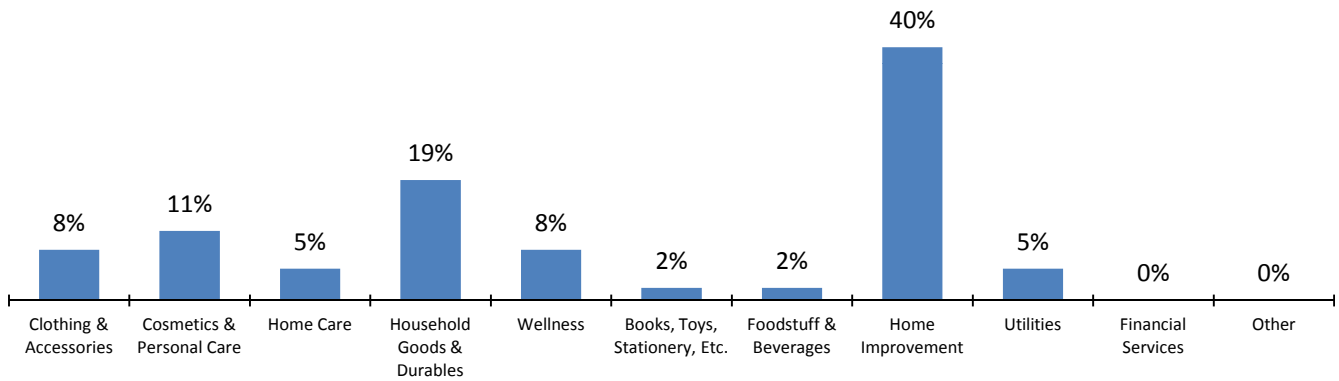
France Sales Force

The 0.5 million Direct Sellers who represent Direct Selling companies in France are:

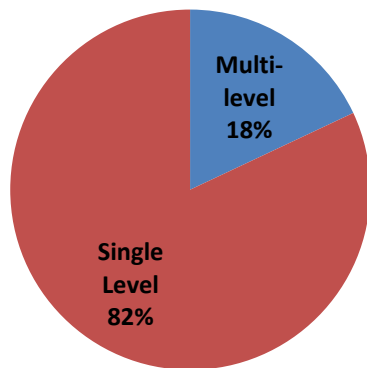
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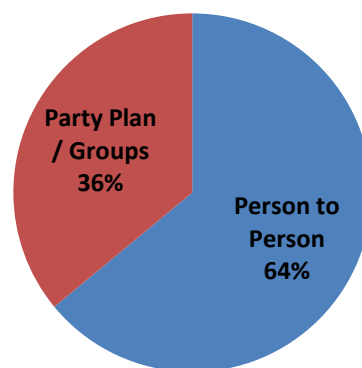
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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FACT SHEET

Direct Selling: Germany



2011 Germany Retail Sales: LC 2,695 / USD \$3,743 million

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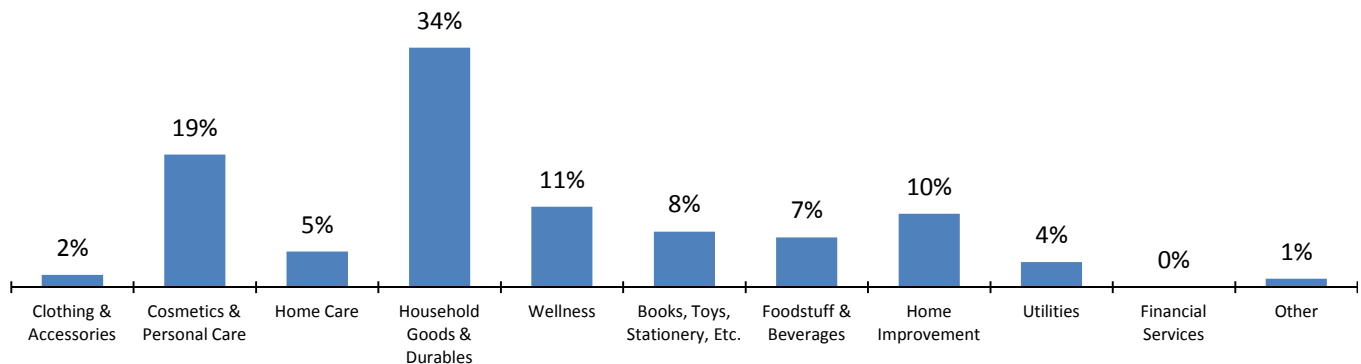
Germany Sales Force

The 0.3 million Direct Sellers who represent Direct Selling companies in Germany are:

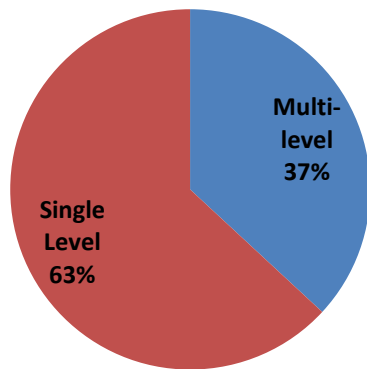
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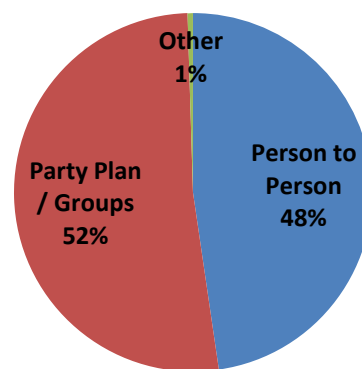
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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FACT SHEET
Direct Selling: Russia



2011 Russia Retail Sales: LC 105,448 / USD \$3,589 million

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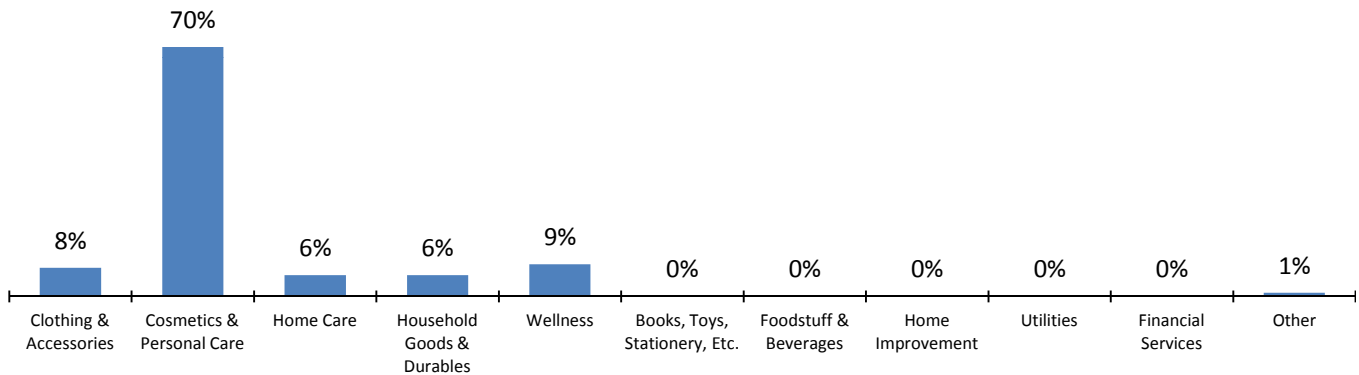
Russia Sales Force

The 4.1 million Direct Sellers who represent Direct Selling companies in Russia are:

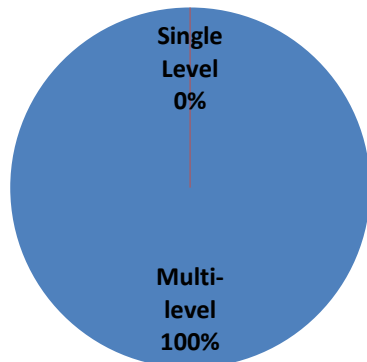
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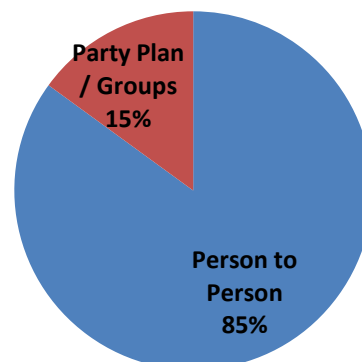
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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FACT SHEET
Direct Selling: Italy



2011 Italy Retail Sales: LC 2,422 / USD \$3,364 million

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Italy Sales Force

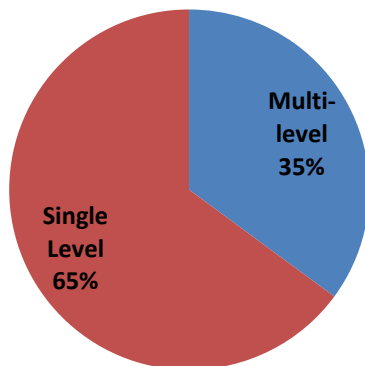
The 0.4 million Direct Sellers who represent Direct Selling companies in Italy are:

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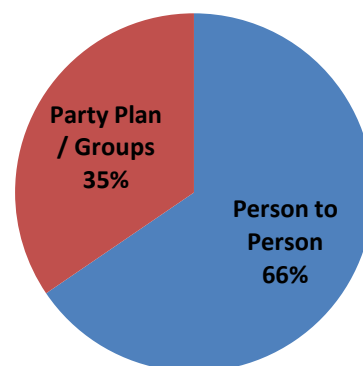
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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FACT SHEET

Direct Selling: Malaysia



2011 Malaysia Retail Sales: LC 8,900 / USD \$2,908 million

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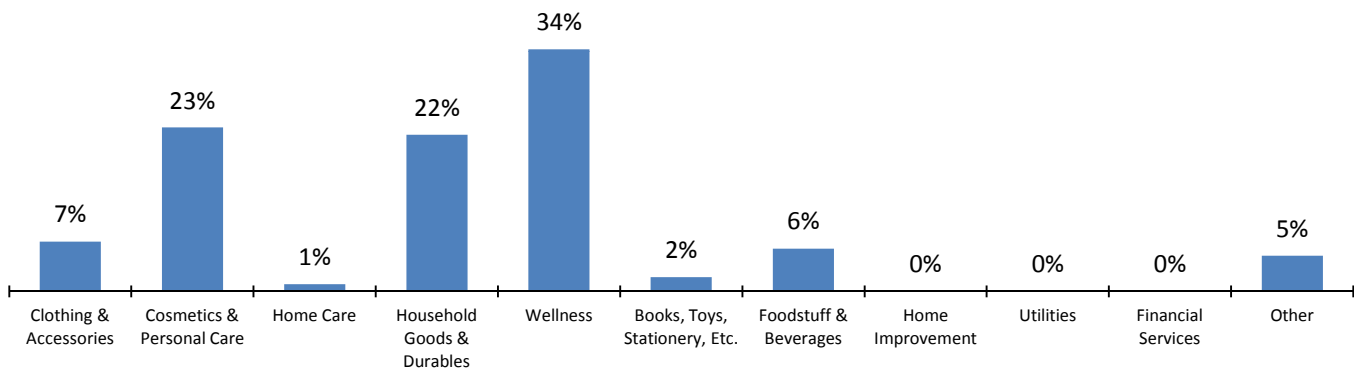
Malaysia Sales Force

The 7.4 million Direct Sellers who represent Direct Selling companies in Malaysia are:

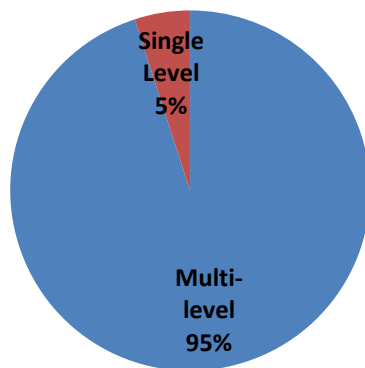
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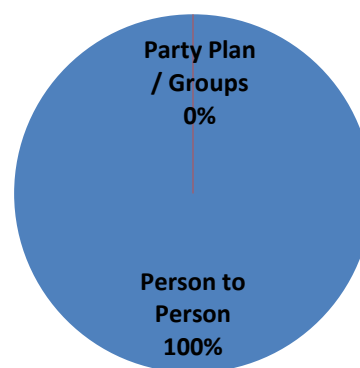
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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FACT SHEET
Direct Selling: Venezuela



2011 Venezuela Retail Sales: LC 12,384 / USD \$2,887 million

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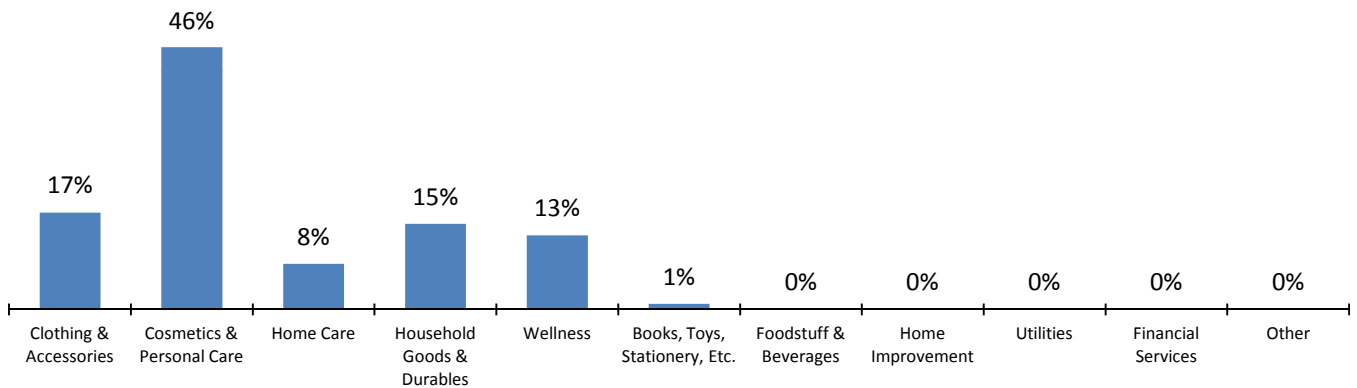
Venezuela Sales Force

The 1.2 million Direct Sellers who represent Direct Selling companies in Venezuela are:

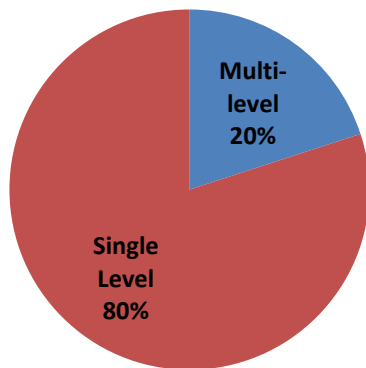
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Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method

Data not available

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FACT SHEET

Direct Selling: Taiwan



2011 Taiwan Retail Sales: LC 83,600 / USD \$2,845 million

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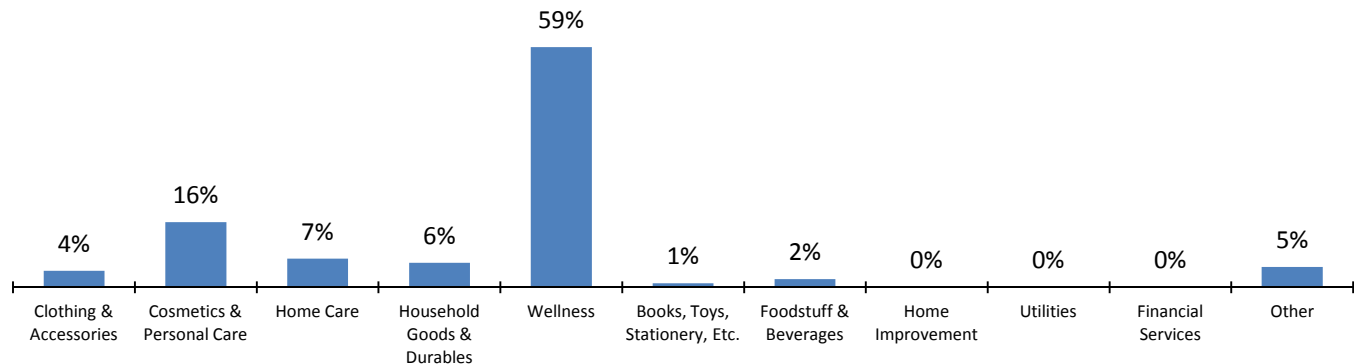
Taiwan Sales Force

The 4.7 million Direct Sellers who represent Direct Selling companies in Taiwan are:

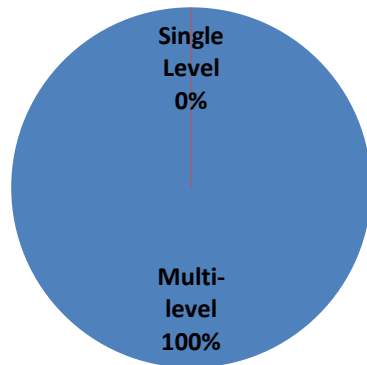
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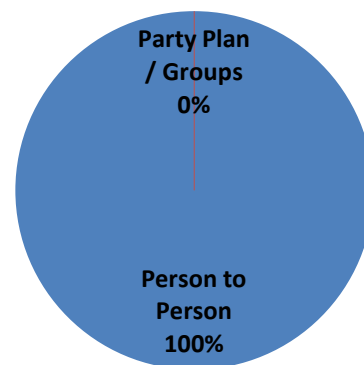
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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Note: Figures are based on the entire industry (i.e., DSA member and non-member companies) unless otherwise noted. Sales figures are expressed at estimated retail level and exclude VAT. Annual average exchange rates for 2011 from the International Monetary Fund were used to convert local currency to US dollars. Percentages may not sum to 100% due to rounding.

FACT SHEET
Direct Selling: Canada



2011 Canada Retail Sales: LC 2,200 / USD \$2,222 million

Direct Selling

- The marketing of consumer products or services direct to the consumer ...
- ... by an independent sales person who represents a direct selling company.
- Direct sales are generally conducted in a home or a workplace ... away from a permanent bricks & mortar retail setting.
- Today, direct selling also takes advantage of social media and word-of-mouth marketing techniques.

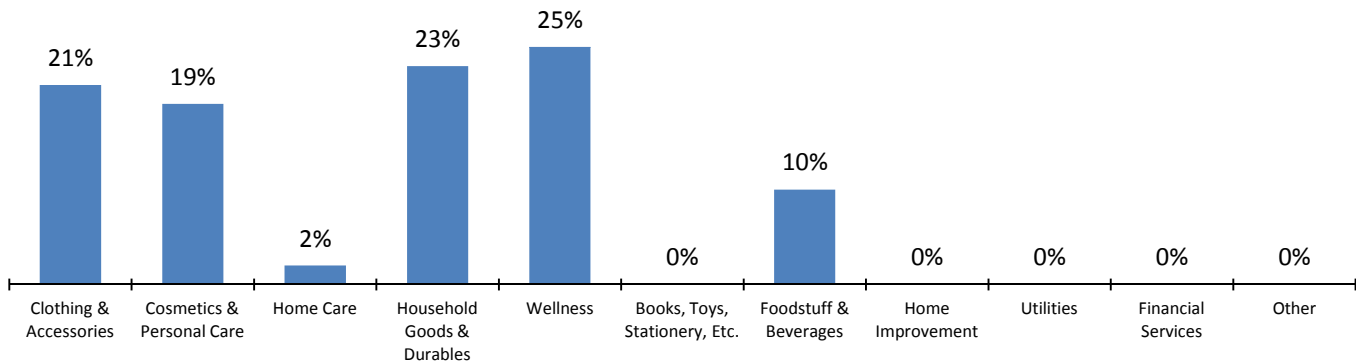
Canada Sales Force

The 0.7 million Direct Sellers who represent Direct Selling companies in Canada are:

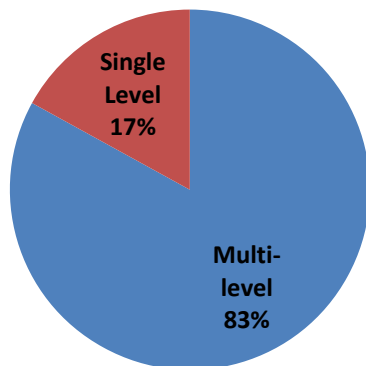
- Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or
- part-time micro-entrepreneurs** who earn extra income by doing so.
- Those seeking new skills**, who join for the training and re-training
- Those seeking new contacts, greater self-esteem**, and **those who want to give back to the community** through the many Direct Selling social responsibility initiatives.

Of this diverse group, many were customers of the products/services prior to becoming a company representative. As Direct Sellers, all enjoy significant discounts and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.

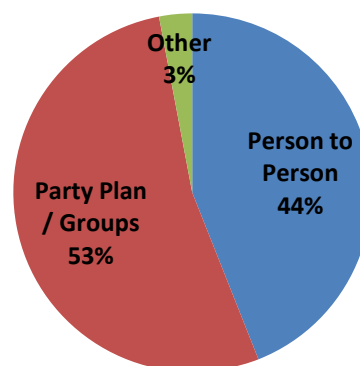
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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Note: Figures are based on the entire industry (i.e., DSA member and non-member companies) unless otherwise noted. Sales figures are expressed at estimated retail level and exclude VAT. Annual average exchange rates for 2011 from the International Monetary Fund were used to convert local currency to US dollars. Percentages may not sum to 100% due to rounding. The following figures are based only on DSA member companies: sales; sales force size; and sales by product, compensation plan and sales method.

FACT SHEET
Direct Selling: Thailand



2011 Thailand Retail Sales: LC 65,000 / USD \$2,132 million

Direct Selling

- The marketing of consumer products or services direct to the consumer ...
- ... by an independent sales person who represents a direct selling company.
- Direct sales are generally conducted in a home or a workplace ... away from a permanent bricks & mortar retail setting.
- Today, direct selling also takes advantage of social media and word-of-mouth marketing techniques.

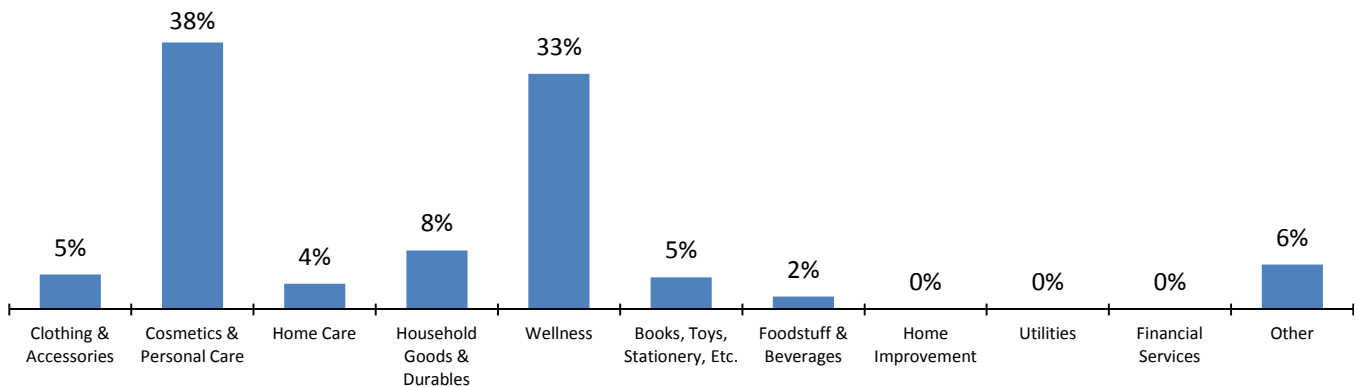
Thailand Sales Force

The 15.6 million Direct Sellers who represent Direct Selling companies in Thailand are:

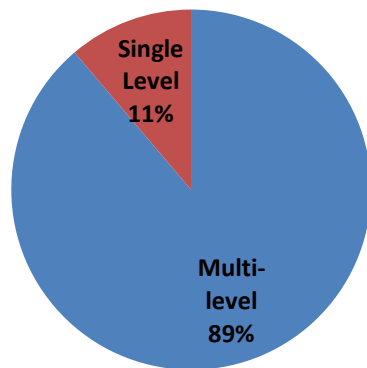
- Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or
- part-time micro-entrepreneurs** who earn extra income by doing so.
- Those seeking new skills**, who join for the training and re-training
- Those seeking new contacts, greater self-esteem**, and **those who want to give back to the community** through the many Direct Selling social responsibility initiatives.

Of this diverse group, many were customers of the products/services prior to becoming a company representative. As Direct Sellers, all enjoy significant discounts and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.

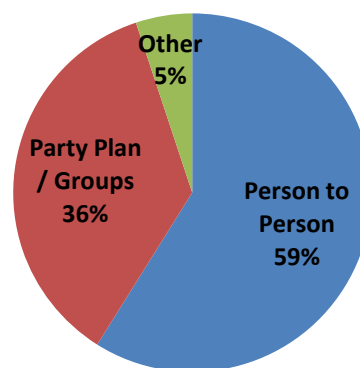
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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Note: Figures are based on the entire industry (i.e., DSA member and non-member companies) unless otherwise noted. Sales figures are expressed at estimated retail level and exclude VAT. Annual average exchange rates for 2011 from the International Monetary Fund were used to convert local currency to US dollars. Percentages may not sum to 100% due to rounding. The following figures are based only on DSA member companies: sales by product, compensation plan and sales method.

FACT SHEET

Direct Selling: Colombia



2011 Colombia Retail Sales: LC 3,706,462 / USD \$2,006 million

Direct Selling

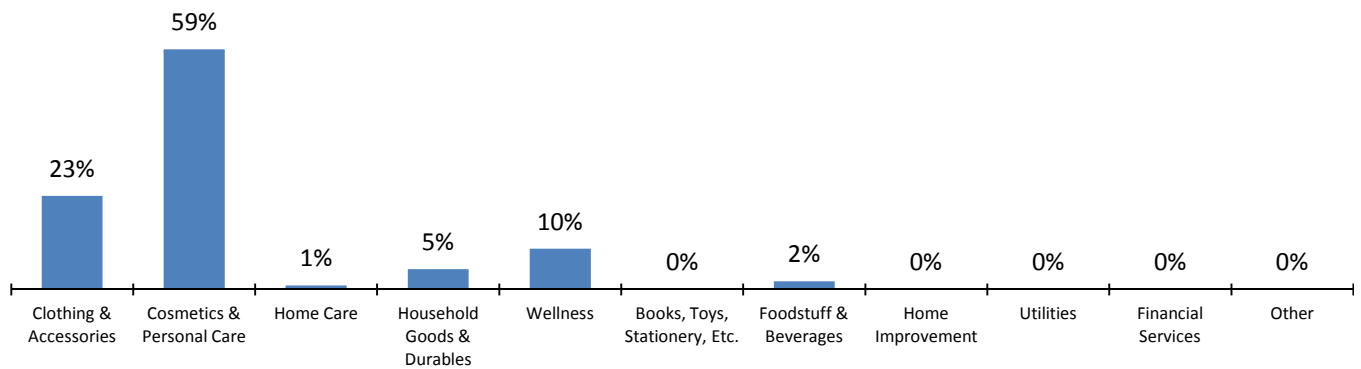
- The marketing of consumer products or services direct to the consumer ...
- ... by an independent sales person who represents a direct selling company.
- Direct sales are generally conducted in a home or a workplace ... away from a permanent bricks & mortar retail setting.
- Today, direct selling also takes advantage of social media and word-of-mouth marketing techniques.

Colombia Sales Force

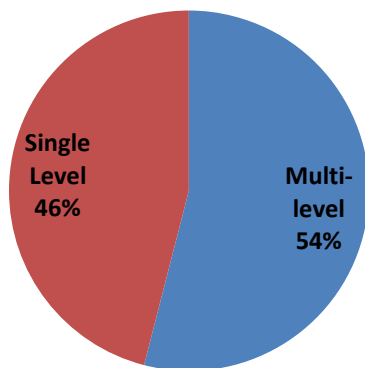
The 1.2 million Direct Sellers who represent Direct Selling companies in Colombia are:

- Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or
 - part-time micro-entrepreneurs** who earn extra income by doing so.
 - Those seeking new skills**, who join for the training and re-training
 - Those seeking new contacts, greater self-esteem, and those who want to give back to the community** through the many Direct Selling social responsibility initiatives.
- Of this diverse group, many were customers of the products/services prior to becoming a company representative. As Direct Sellers, all enjoy significant discounts and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.

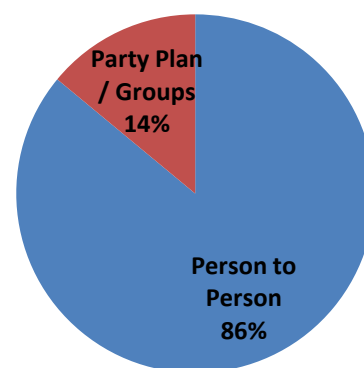
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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Note: Figures are based on the entire industry (i.e., DSA member and non-member companies) unless otherwise noted. Sales figures are expressed at estimated retail level and exclude VAT. Annual average exchange rates for 2011 from the International Monetary Fund were used to convert local currency to US dollars. Percentages may not sum to 100% due to rounding. The following figures are based only on DSA member companies: sales force size and sales by product, compensation plan and sales method.

FACT SHEET

Direct Selling: United Kingdom



2011 United Kingdom Retail Sales: LC 1,176 / USD \$1,884 million

Direct Selling

- The marketing of consumer products or services direct to the consumer ...
- ... by an independent sales person who represents a direct selling company.
- Direct sales are generally conducted in a home or a workplace ... away from a permanent bricks & mortar retail setting.
- Today, direct selling also takes advantage of social media and word-of-mouth marketing techniques.

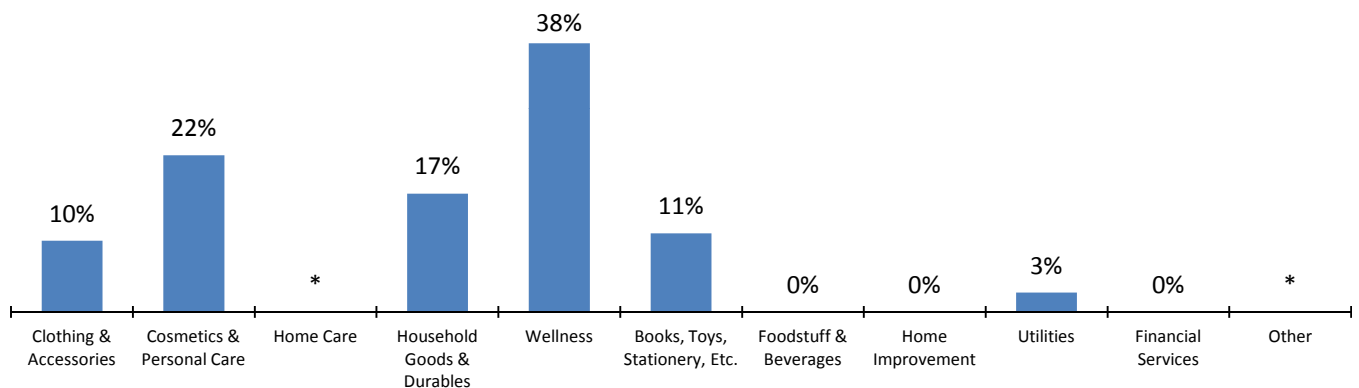
United Kingdom Sales Force

The 0.4 million Direct Sellers who represent Direct Selling companies in the United Kingdom:

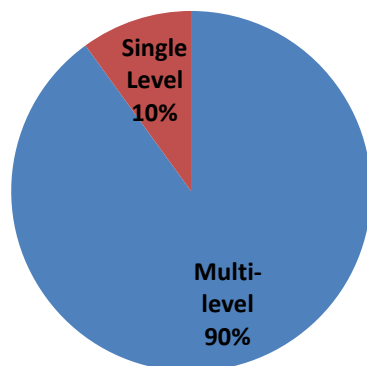
- Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- Those seeking new skills**, who join for the training and re-training
- Those seeking new contacts, greater self-esteem**, and **those who want to give back to the community** through the many Direct Selling social responsibility initiatives.

Of this diverse group, many were customers of the products/services prior to becoming a company representative. As Direct Sellers, all enjoy significant discounts and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.

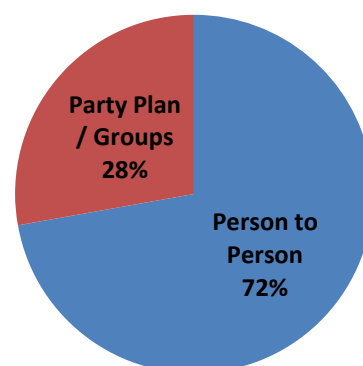
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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Note: Figures are based on the entire industry (i.e., DSA member and non-member companies) unless otherwise noted. Sales figures are expressed at estimated retail level and exclude VAT. Annual average exchange rates for 2011 from the International Monetary Fund were used to convert local currency to US dollars. Percentages may not sum to 100% due to rounding. The following figures are based only on DSA member companies: sales by product, compensation plan and sales method.

*Home care products are included in the category of Household Goods & Durables, and financial services are included in the category of Utilities.

FACT SHEET
Direct Selling: Argentina



2011 Argentina Retail Sales: LC 6,692 / USD \$1,628 million

Direct Selling

- The marketing of consumer products or services direct to the consumer ...
- ... by an independent sales person who represents a direct selling company.
- Direct sales are generally conducted in a home or a workplace ... away from a permanent bricks & mortar retail setting.
- Today, direct selling also takes advantage of social media and word-of-mouth marketing techniques.

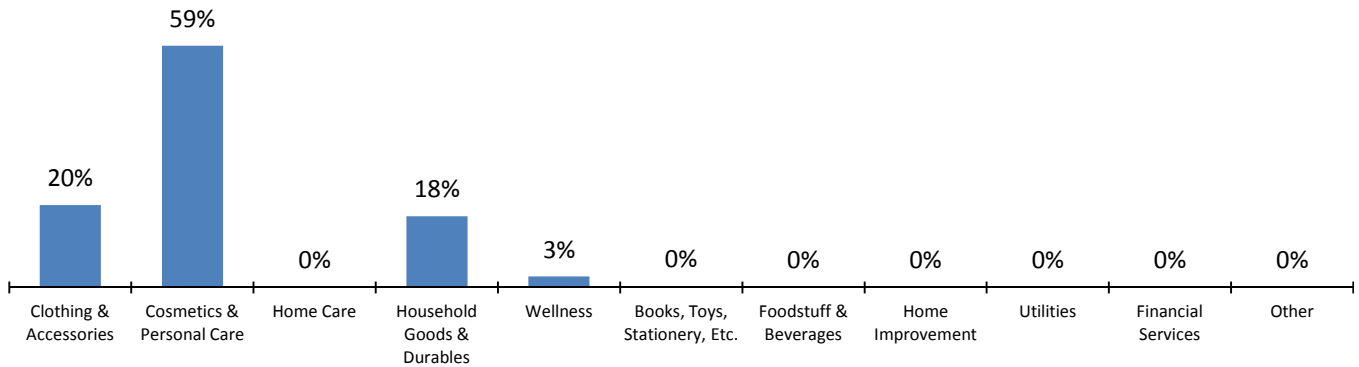
Argentina Sales Force

The 0.6 million Direct Sellers who represent Direct Selling companies in Argentina are:

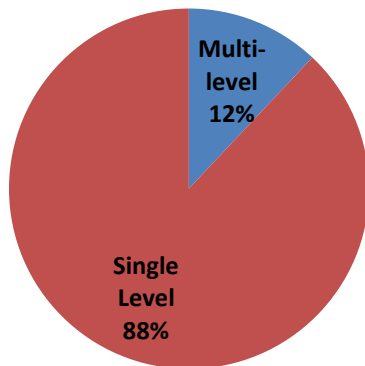
- Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- Those seeking new skills**, who join for the training and re-training
- Those seeking new contacts, greater self-esteem**, and **those who want to give back to the community** through the many Direct Selling social responsibility initiatives.

Of this diverse group, many were customers of the products/services prior to becoming a company representative. As Direct Sellers, all enjoy significant discounts and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.

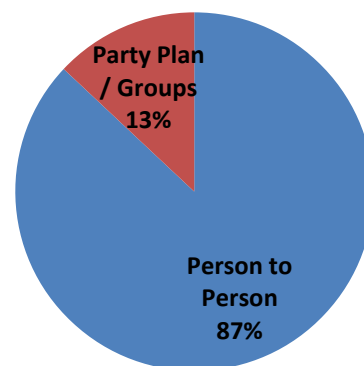
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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FACT SHEET
Direct Selling: Australia



2011 Australia Retail Sales: LC 1,401 / USD \$1,446 million

Direct Selling

- The marketing of consumer products or services direct to the consumer ...
- ... by an independent sales person who represents a direct selling company.
- Direct sales are generally conducted in a home or a workplace ... away from a permanent bricks & mortar retail setting.
- Today, direct selling also takes advantage of social media and word-of-mouth marketing techniques.

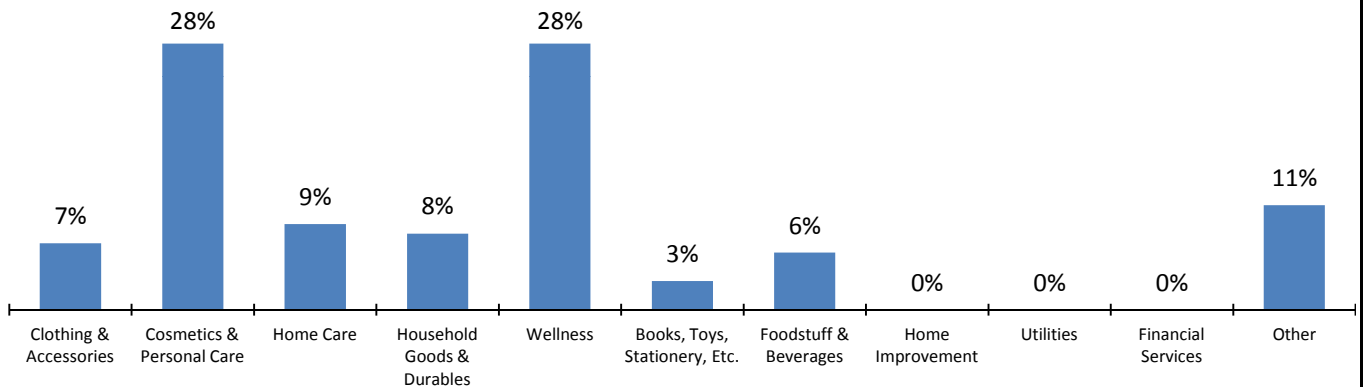
Australia Sales Force

The 0.4 million Direct Sellers who represent Direct Selling companies in Peru are:

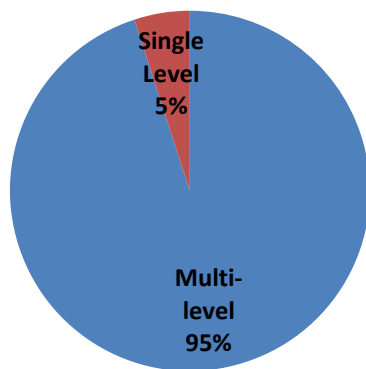
- Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or
- part-time micro-entrepreneurs** who earn extra income by doing so.
- Those seeking new skills**, who join for the training and re-training
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Of this diverse group, many were customers of the products/services prior to becoming a company representative. As Direct Sellers, all enjoy significant discounts and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.

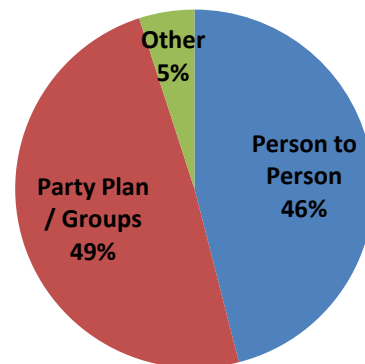
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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FACT SHEET
Direct Selling: Peru



2011 Peru Retail Sales: LC 3,213 / USD \$1,167 million

Direct Selling

- The marketing of consumer products or services direct to the consumer ...
- ... by an independent sales person who represents a direct selling company.
- Direct sales are generally conducted in a home or a workplace ... away from a permanent bricks & mortar retail setting.
- Today, direct selling also takes advantage of social media and word-of-mouth marketing techniques.

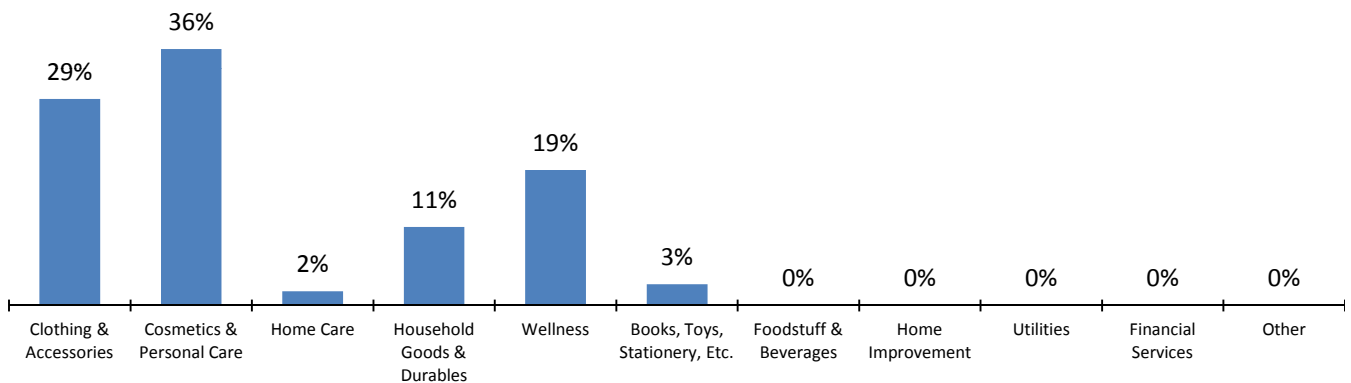
Peru Sales Force

The 0.4 million Direct Sellers who represent Direct Selling companies in Peru are:

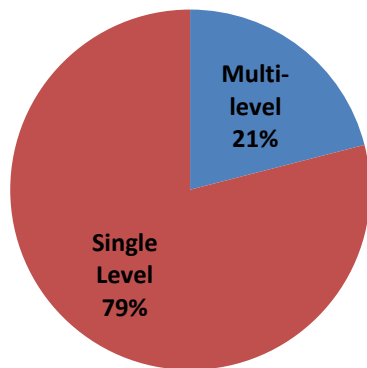
- Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or
- part-time micro-entrepreneurs** who earn extra income by doing so.
- Those seeking new skills**, who join for the training and re-training
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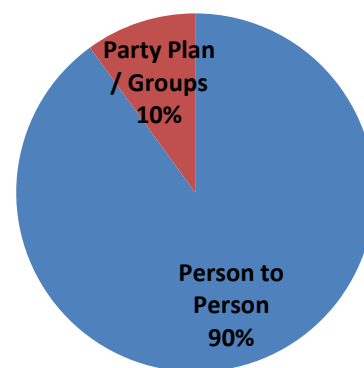
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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FACT SHEET
Direct Selling: Turkey



2011 Turkey Retail Sales: LC 1,942 / USD \$1,159 million

Direct Selling

- The marketing of consumer products or services direct to the consumer ...
- ... by an independent sales person who represents a direct selling company.
- Direct sales are generally conducted in a home or a workplace ... away from a permanent bricks & mortar retail setting.
- Today, direct selling also takes advantage of social media and word-of-mouth marketing techniques.

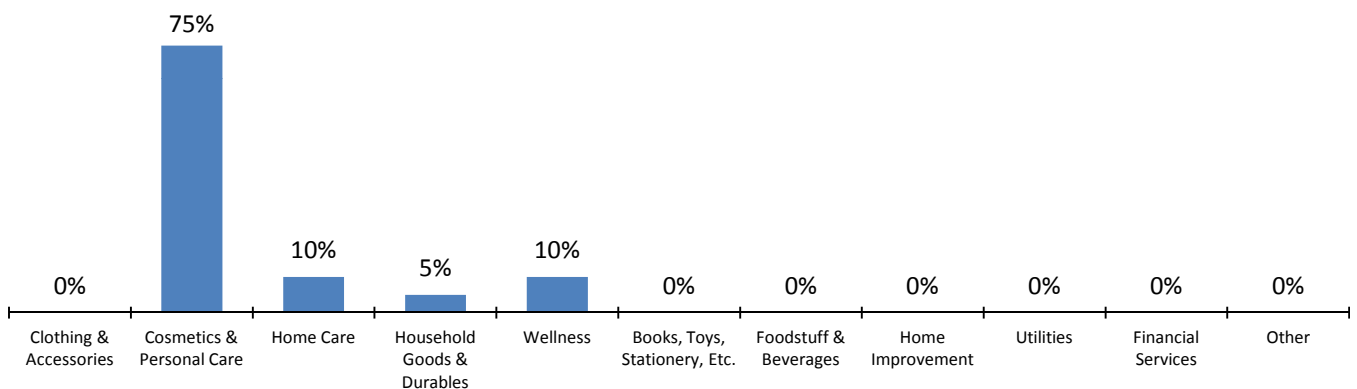
Turkey Sales Force

The 1.2 million Direct Sellers who represent Direct Selling companies in Turkey are:

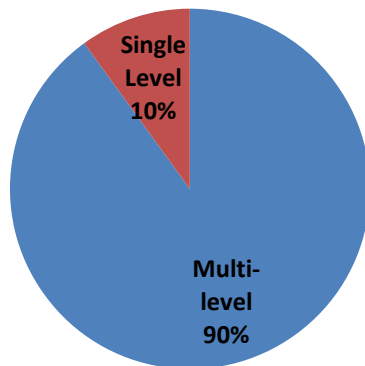
- Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or
- part-time micro-entrepreneurs** who earn extra income by doing so.
- Those seeking new skills**, who join for the training and re-training
- Those seeking new contacts, greater self-esteem, and those who want to give back to the community** through the many Direct Selling social responsibility initiatives.

Of this diverse group, many were customers of the products/services prior to becoming a company representative. As Direct Sellers, all enjoy significant discounts and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.

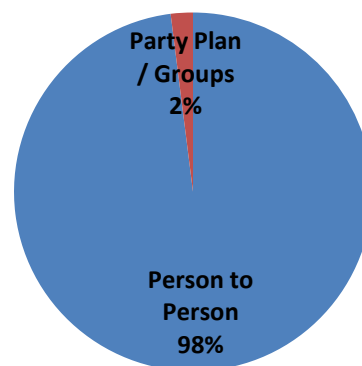
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



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FACT SHEET

Direct Selling: Indonesia



2011 Indonesia Retail Sales: LC 9,200,000 / USD \$1,049 million

Direct Selling

- The marketing of consumer products or services direct to the consumer ...
- ... by an independent sales person who represents a direct selling company.
- Direct sales are generally conducted in a home or a workplace ... away from a permanent bricks & mortar retail setting.
- Today, direct selling also takes advantage of social media and word-of-mouth marketing techniques.

Indonesia Sales Force

The 8.3 million Direct Sellers who represent Direct Selling companies in Indonesia are:

- Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or
- part-time micro-entrepreneurs** who earn extra income by doing so.
- Those seeking new skills**, who join for the training and re-training
- Those seeking new contacts, greater self-esteem, and those who want to give back to the community** through the many Direct Selling social responsibility initiatives.

Of this diverse group, many were customers of the products/services prior to becoming a company representative. As Direct Sellers, all enjoy significant discounts and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.

Sales by Product Category

Data not available

Sales by Compensation Plan

Data not available

Sales by Sales Method

Data not available

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Note: Figures are based on the entire industry (i.e., DSA member and non-member companies) unless otherwise noted. Sales figures are expressed at estimated retail level and exclude VAT. Annual average exchange rates for 2011 from the International Monetary Fund were used to convert local currency to US dollars. Percentages may not sum to 100% due to rounding.