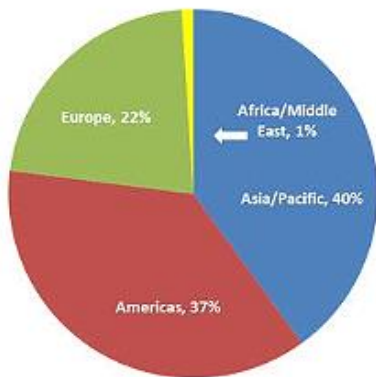


# Global Direct Selling - 2023 Retail Sales



Regional Sales



Top 10 Global Markets

Global Industry: \$167,694 (USD millions), Down 2.3% in Constant 2023 USD						
Region/Country	2023 Retail Sales (1)		% Sales Change (YOY) in Constant 2023 USD (2)	3-Year CAGR in Constant 2023 USD (2020-2023)	Independent Representatives (3)	
	Local Currency (millions)	USD (millions)				
<b>Global</b>	na	167,694	-2.3%	-0.5%	102,912,082	
<b>Asia/Pacific</b>	na	67,573	-3.7%	-1.2%	58,980,741	
Australia	1,124	747	-35.8%	-15.1%	386,048	
China (5)	106,566	15,043	0.0%	-7.0%	2,970,000	
Hong Kong	2,776	355	-1.1%	-2.0%	233,117	
India	283,764	3,435	11.8%	8.3%	8,620,000	
Indonesia (5)	19,523,100	1,281	-10.6%	-6.0%	8,065,000	
Japan	1,493,400	10,630	-2.2%	-3.2%	2,310,829	
Kazakhstan	323,018	708	30.4%	22.5%	1,747,228	
Korea	21,279,643	16,298	-10.8%	0.5%	6,870,720	
Malaysia	43,333	9,503	1.4%	8.1%	8,025,636	
New Zealand	190	117	6.7%	-3.8%	83,527	
Philippines	55,296	994	-14.9%	-7.6%	3,002,142	
Singapore	601	448	-10.1%	5.3%	480,539	
Taiwan	141,145	4,530	3.3%	2.3%	3,611,000	
Thailand	75,200	2,161	-6.0%	-6.6%	11,000,000	
Vietnam (5)	22,799,000	958	-19.0%	3.7%	922,855	
Other Asia/Pacific (5)	na	365	-1.3%	5.9%	652,100	
<b>Africa/Middle East</b>	na	1,340	-4.0%	-9.5%	4,078,445	
<b>Africa</b>	na	1,166	-3.0%	-8.9%	2,900,738	
Morocco (5)	868	86	-14.1%	-10.9%	182,874	
South Africa	8,075	438	-13.2%	-9.8%	792,260	
Other Africa (5)	na	643	7.5%	-8.0%	1,925,604	
<b>Middle East</b>	na	174	-10.2%	-12.7%	1,177,707	
Israel (5)	227	62	-1.3%	-8.7%	15,840	
United Arab Emirates (5)	110	30	5.0%	17.3%	938,400	
Other Middle East (5)	na	82	-19.9%	-20.3%	223,467	
<b>Americas</b>	na	62,632	-3.8%	-0.9%	27,134,488	
<b>North America</b>	na	39,012	-9.3%	-3.3%	14,133,000	
Canada	3,175	2,352	-5.9%	-8.5%	1,143,000	
United States	36,660	36,660	-9.5%	-2.9%	12,990,000	

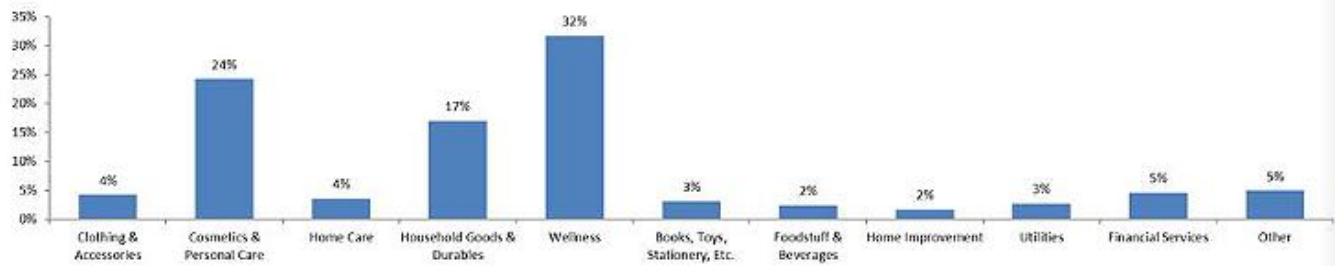
# Global Direct Selling - 2023 Retail Sales

Region/Country	2023 Retail Sales (1)		% Sales Change (YOY) in Constant 2023 USD (2)		3-Year CAGR in Constant 2023 USD (2020-2023)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)				
<b>South &amp; Central America</b>	na	23,620	6.8%	▲	3.5%	13,001,488
Argentina	(6) 526,837	1,778	114.5%	▲	72.0%	802,000
Bolivia	(4) 2,422	351	4.9%	▲	-2.1%	433,600
Brazil	39,764	7,962	4.6%	▲	-2.0%	3,185,487
Chile	422,274	503	-8.8%	▼	-6.8%	380,961
Colombia	10,000,145	2,312	0.4%	▲	10.8%	2,619,383
Ecuador	904	904	2.6%	▲	0.6%	382,499
Mexico	122,069	6,874	3.0%	▲	2.5%	3,881,020
Peru	7,970	2,129	-0.7%	▼	6.2%	677,830
Uruguay	(4)(5) 1,883	48	-19.5%	▼	-11.4%	36,321
Venezuela	(7) na	na	na	na	na	na
Central America/Caribbean	(5) na	733	4.6%	▲	5.7%	577,558
Other South & Central America	(5) na	28	-1.0%	▼	-2.3%	24,829
<b>Europe</b>	na	36,149	3.4%	▲	2.2%	12,718,408
<b>European Union</b>	na	32,127	3.9%	▲	2.9%	5,291,917
Austria	(5) 330	357	3.8%	▲	6.0%	269,337
Belgium	(5) 200	216	13.9%	▲	2.9%	19,377
Bulgaria	(5) 210	116	29.1%	▲	9.3%	160,652
Croatia	(5) 24	26	-19.3%	▼	-14.0%	30,035
Cyprus	(5) 6	7	2.9%	▲	-5.5%	8,239
Czech Republic	9,111	410	0.2%	▲	4.0%	310,501
Denmark	(5) 577	84	-4.4%	▼	-4.4%	55,298
Estonia	50	54	2.1%	▲	-0.6%	37,880
Finland	93	101	-6.5%	▼	-9.3%	45,171
France	4,352	4,706	0.0%	■	-1.0%	700,000
Germany	18,276	19,761	7.0%	▲	5.1%	881,772
Greece	(5) 88	95	3.1%	▲	-5.6%	61,334
Hungary	(5) 62,947	178	-4.2%	▼	-0.8%	324,025
Ireland	(4) 26	28	5.5%	▲	-11.2%	12,974
Italy	2,736	2,959	-0.3%	▼	3.3%	610,000
Latvia	79	85	1.4%	▲	1.9%	58,410
Lithuania	104	113	3.0%	▲	2.8%	78,770
Luxembourg	(5) 35	37	-8.7%	▼	-6.2%	2,044
Malta	(5) 5	5	-14.6%	▼	-17.7%	6,414
Netherlands	113	122	-5.1%	▼	-4.6%	84,207
Poland	4,597	1,094	0.0%	■	1.0%	671,792
Portugal	173	188	-13.3%	▼	-10.0%	181,300
Romania	(5) 1,558	341	-5.4%	▼	-3.3%	228,348
Slovakia	163	177	-0.8%	▼	-3.1%	174,133
Slovenia	(5) 26	29	6.4%	▲	2.8%	19,134
Spain	642	694	-6.7%	▼	-5.7%	190,428
Sweden	1,535	145	-13.4%	▼	-10.7%	70,342
<b>Rest of Europe</b>	na	4,022	-0.3%	▼	-2.4%	7,426,491
Norway	(5) 1,428	135	-11.3%	▼	-6.8%	40,208
Russia	107,828	1,266	-7.3%	▼	-11.7%	4,622,803
Switzerland	(5) 387	431	0.8%	▲	1.0%	162,644
Turkey	(5) 8,651	523	81.3%	▲	44.3%	1,355,755
Ukraine	6,999	191	35.7%	▲	-5.4%	683,461
United Kingdom	(4) 909	1,130	-10.0%	▼	3.4%	320,127
Other Europe	(5) na	346	-14.6%	▼	-10.3%	241,493

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 (1) Sales figures are expressed at Estimated Retail level and exclude Value Added Tax. Unless otherwise noted, country figures are for the entire industry and are based on research by national direct selling associations including surveys of their member companies.  
 (2) Sales figures for 2022 and 2023 are expressed in US Constant 2023 Dollars to exclude the impact of foreign exchange and ensure comparability. Average annual exchange rates from the International Monetary Fund (IMF) have been used to convert data from local currency to US dollars.  
 (3) Independent Representatives have signed an independent Contractor agreement with a direct selling company enabling them to purchase products at a discount, sell, sponsor and earn, including:  
 □ Full-time Business Builders actively working to grow their businesses, typically devoting more than 30 hours weekly to direct selling activities  
 □ Part-time Business Builders, typically devoting less than 30 hours weekly  
 □ Others who may be new to direct selling, or may have joined primarily to purchase favorite products at a discount, and others who join but just never become active.  
 (4) Figures are based only on DSA member companies and not the entire industry.  
 (5) WFD SA research estimate.  
 (6) Argentina is a highly inflationary market. In 2023, inflation increased 134% and real GDP fell 2%, according to the IMF.  
 (7) Based on the highly inflationary economic situation and lack of stability in Venezuela, the WFD SA Global Research Sub-committee has decided to suspend reporting on the Venezuelan market until further notice. Figures for this country have been backed out of history, as well.



# Global Sales by Product Category - 2023



Region/Country	Clothing & Accessories	Cosmetics & Personal Care	Home Care	Household Goods & Durables	Wellness	Books, Toys, Stationery, Etc.	Foodstuff & Beverages	Home Improvement	Utilities	Financial Services	Other
<b>Global</b>	4%	24%	4%	17%	32%	3%	2%	2%	3%	5%	5%
<b>Asia/Pacific</b>	1%	17%	5%	25%	39%	6%	4%	1%	0%	0%	2%
Australia	2%	25%	5%	19%	42%	2%	3%	0%	1%	0%	1%
China	na	na	na	na	na	na	na	na	na	na	na
Hong Kong	0%	23%	1%	6%	70%	0%	0%	0%	0%	0%	0%
India	0%	11%	2%	8%	74%	0%	3%	0%	1%	0%	1%
Indonesia	3%	23%	1%	3%	68%	0%	2%	0%	0%	0%	0%
Japan	na	na	na	na	na	na	na	na	na	na	na
Kazakhstan	1%	37%	5%	8%	45%	0%	1%	0%	0%	0%	3%
Korea	0%	19%	2%	35%	21%	14%	7%	0%	1%	0%	1%
Malaysia	3%	10%	15%	35%	30%	1%	3%	2%	0%	0%	1%
New Zealand	3%	22%	14%	11%	44%	1%	1%	0%	1%	1%	2%
Philippines	1%	20%	2%	12%	60%	1%	1%	0%	0%	0%	3%
Singapore	4%	24%	2%	12%	56%	0%	1%	0%	0%	0%	0%
Taiwan	2%	18%	3%	6%	66%	0%	0%	0%	0%	0%	5%
Thailand	0%	25%	2%	8%	53%	0%	5%	0%	0%	0%	7%
Vietnam	na	na	na	na	na	na	na	na	na	na	na
Other Asia/Pacific	na	na	na	na	na	na	na	na	na	na	na

# Global Sales by Product Category - 2023

Region/Country	Clothing & Accessories	Cosmetics & Personal Care	Home Care	Household Goods & Durables	Wellness	Books, Toys, Stationery, Etc.	Foodstuff & Beverages	Home Improvement	Utilities	Financial Services	Other
<b>Africa/Middle East</b>	na	na	na	na	na	na	na	na	na	na	na
<b>Africa</b>	na	na	na	na	na	na	na	na	na	na	na
Morocco	na	na	na	na	na	na	na	na	na	na	na
South Africa	12%	40%	1%	16%	29%	0%	0%	0%	0%	1%	1%
Other Africa	na	na	na	na	na	na	na	na	na	na	na
<b>Middle East</b>	na	na	na	na	na	na	na	na	na	na	na
Israel	na	na	na	na	na	na	na	na	na	na	na
United Arab Emirates	na	na	na	na	na	na	na	na	na	na	na
Other Middle East	na	na	na	na	na	na	na	na	na	na	na
<b>Americas</b>	6%	29%	2%	12%	27%	2%	1%	0%	4%	9%	8%
<b>North America</b>	5%	12%	2%	14%	33%	3%	1%	0%	6%	14%	12%
Canada	3%	32%	2%	18%	38%	3%	2%	0%	2%	0%	0%
United States	5%	10%	2%	13%	33%	3%	1%	0%	7%	15%	13%
<b>South &amp; Central America</b>	8%	59%	4%	10%	18%	0%	1%	0%	0%	0%	0%
Argentina	1%	70%	7%	16%	6%	0%	0%	0%	0%	0%	0%
Bolivia	10%	49%	0%	8%	33%	0%	0%	0%	0%	0%	0%
Brazil	4%	73%	8%	8%	6%	0%	0%	0%	0%	0%	0%
Chile	7%	74%	9%	0%	10%	0%	0%	0%	0%	0%	0%
Colombia	29%	45%	2%	5%	9%	0%	11%	0%	0%	0%	0%
Ecuador	13%	56%	3%	3%	23%	0%	0%	0%	0%	0%	0%
Mexico	5%	43%	0%	17%	35%	0%	0%	0%	0%	0%	0%
Peru	18%	59%	0%	4%	19%	0%	0%	0%	0%	0%	0%
Uruguay	na	na	na	na	na	na	na	na	na	na	na
Venezuela	na	na	na	na	na	na	na	na	na	na	na
Central America/Caribbean	na	na	na	na	na	na	na	na	na	na	na
Other South & Central America	na	na	na	na	na	na	na	na	na	na	na
<b>Europe</b>	4%	23%	4%	14%	32%	1%	4%	14%	4%	0%	0%
<b>European Union</b>	4%	16%	5%	16%	30%	2%	5%	18%	6%	0%	0%
Austria	na	na	na	na	na	na	na	na	na	na	na
Belgium	na	na	na	na	na	na	na	na	na	na	na
Bulgaria	na	na	na	na	na	na	na	na	na	na	na
Croatia	na	na	na	na	na	na	na	na	na	na	na
Cyprus	na	na	na	na	na	na	na	na	na	na	na
Czech Republic	1%	35%	2%	35%	25%	0%	1%	0%	0%	0%	1%
Denmark	na	na	na	na	na	na	na	na	na	na	na
Estonia	2%	38%	8%	13%	38%	0%	0%	0%	0%	0%	1%
Finland	0%	36%	6%	6%	50%	0%	0%	0%	0%	0%	0%
France	7%	11%	7%	23%	13%	1%	1%	30%	7%	0%	0%
Germany	na	na	na	na	na	na	na	na	na	na	na
Greece	na	na	na	na	na	na	na	na	na	na	na
Hungary	na	na	na	na	na	na	na	na	na	na	na
Ireland	0%	24%	1%	0%	74%	0%	1%	0%	0%	0%	0%
Italy	0%	9%	1%	6%	49%	4%	13%	13%	6%	0%	0%
Latvia	2%	37%	5%	3%	51%	1%	1%	0%	0%	0%	0%
Lithuania	1%	41%	5%	3%	49%	1%	0%	0%	0%	0%	0%
Luxembourg	na	na	na	na	na	na	na	na	na	na	na
<b>Rest of Europe</b>	na	na	na	na	na	na	na	na	na	na	na
Norway	na	na	na	na	na	na	na	na	na	na	na
Russia	3%	52%	0%	16%	28%	0%	0%	0%	0%	0%	2%
Switzerland	na	na	na	na	na	na	na	na	na	na	na
Turkey	0%	45%	6%	3%	46%	1%	0%	0%	0%	0%	0%
Ukraine	1%	51%	5%	2%	40%	0%	0%	0%	0%	0%	1%
United Kingdom	6%	44%	1%	1%	45%	2%	0%	0%	0%	0%	0%
Other Europe	na	na	na	na	na	na	na	na	na	na	na

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 Note: Figures for this report are based only on DSA member companies, except in Taiwan and the United States where the figures represent the entire direct selling industry. Figures are expressed as percentages of estimated retail sales, excluding VAT. Percentages may not sum to 100% due to rounding.

# Direct Selling in Asia/Pacific: 2023 Retail Sales

Countries	2023 Sales (1)			2023 - Individuals active in direct selling (3)	
	Local currency (millions)	USD (2) (millions)	% Sales changes with 2022	Number	% of women
Australia	1124	747	-35.8% ▼	386048	78%
China (4)	106566	15043	0.0% -	2970000	NA
Hong Kong	2776	355	-1.1% ▼	233117	70%
India	283764	3435	11.8% ▲	8620000	37%
Indonesia (4)	19523100	1281	-10.6% ▼	8065000	75%
Japan	1493400	10630	-2.2% ▼	2310829	82%
Kazakhstan	323018	708	30.4% ▲	1747228	16%
Korea	21279643	16298	-10.8% ▼	6870720	79%
Malaysia	43333	9503	1.4% ▲	8025636	63%
New Zealand	190	117	6.7% ▲	83527	73%
Philippines	55296	994	-14.9% ▼	3002142	74%
Singapore	601	448	-10.1% ▼	480539	72%
Taiwan	141145	4530	3.3% ▲	3611000	72%
Thailand	75200	2161	-6.0% ▼	11000000	73%
Vietnam (4)	22799000	958	-19.0% ▼	922855	NA
Other Asia/Pacific (4)		365	-1.3% ▼	652100	NA
<b>Total</b>		<b>67573</b>	<b>-3.7% ▼</b>	<b>58980741</b>	<b>65%</b>

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(1) Sales figures are expressed at estimated retail level excl. VAT. Unless otherwise noted, country figures are for the entire industry and are based on research by national direct selling associations including surveys of their member companies.

(2) 2023 average exchange rates from the IMF were used to convert local currency to US dollars.

(3) Individuals active in direct selling are people who are career minded entrepreneurs building their own business (typically devoting more than 30 hours/week to direct selling activities), or part-time entrepreneurs earning additional income (typically devoting less than 30 hours/week to their direct selling activities). Others may have joined primarily to purchase favourite products at a discount price.

(4) WFDSA research estimate.



# Direct Selling in Africa/Middle East: 2023

## Retail Sales

Countries	2023 Sales (1)				2023 - Individuals active in direct selling (3)	
	Local currency (millions)	USD (2) (millions)	% Sales changes with 2022		Number	% of women
Morocco (4)	868	86	-14.1%	▼	182874	NA
South Africa	8075	438	-13.2%	▼	792260	87%
Other Africa (4)		643	7.5%	▲	1925604	NA
<b>Total Africa</b>		<b>1166</b>	<b>-3.0%</b>	<b>▼</b>	<b>2900738</b>	<b>NA</b>
Israel (4)	227	62	-1.3%	▼	15840	NA
United Arab Emirates (4)	110	30	5.0%	▲	938400	NA
Other Middle East (4)		82	-19.9%	▼	223467	NA
<b>Total Middle East</b>		<b>174</b>	<b>-10.2%</b>	<b>▼</b>	<b>1177707</b>	<b>NA</b>
<b>Total</b>		<b>1340</b>	<b>-4.0%</b>	<b>▼</b>	<b>4078445</b>	<b>NA</b>

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(1) Sales figures are expressed at estimated retail level excl. VAT. Unless otherwise noted, country figures are for the entire industry and are based on research by national direct selling associations including surveys of their member companies.

(2) 2023 average exchange rates from the IMF were used to convert local currency to US dollars.

(3) Individuals active in direct selling are people who are career minded entrepreneurs building their own business (typically devoting more than 30 hours/week to direct selling activities), or part-time entrepreneurs earning additional income (typically devoting less than 30 hours/week to their direct selling activities). Others may have joined primarily to purchase favourite products at a discount price.

(4) WFDSA research estimate.

# Direct Selling in North America: 2023 Retail Sales

Countries	2023 Sales (1)			2023 - Individuals active in direct selling (3)	
	Local currency (millions)	USD (2) (millions)	% Sales changes with 2022	Number	% of women
Canada	3175	2352	-5.9% ▼	1143000	84%
United States	36660	36660	-9.5% ▼	12990000	74%
<b>Total</b>		<b>39012</b>	<b>-9.3% ▼</b>	<b>14133000</b>	<b>75%</b>

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(1) Sales figures are expressed at estimated retail level excl. VAT. Unless otherwise noted, country figures are for the entire industry and are based on research by national direct selling associations including surveys of their member companies.

(2) 2023 average exchange rates from the IMF were used to convert local currency to US dollars.

(3) Individuals active in direct selling are people who are career minded entrepreneurs building their own business (typically devoting more than 30 hours/week to direct selling activities), or part-time entrepreneurs earning additional income (typically devoting less than 30 hours/week to their direct selling activities). Others may have joined primarily to purchase favourite products at a discount price.

# Direct Selling in South & Central America: 2023 Retail Sales

Countries	2023 Sales (1)			2023 - Individuals active in direct selling (3)	
	Local currency (millions)	USD (2) (millions)	% Sales changes with 2022	Number	% of women
Argentina (4)	526837	1778	114.5% ▲	802000	95%
Bolivia (5)	2422	351	4.9% ▲	433600	83%
Brazil	39764	7962	4.6% ▲	3185487	85%
Chile	422274	503	-8.8% ▼	380961	86%
Colombia	10000145	2312	0.4% ▲	2619383	81%
Ecuador	904	904	2.6% ▲	382499	84%
Mexico	122069	6874	3.0% ▲	3881020	80%
Peru	7970	2129	-0.7% ▼	677830	88%
Uruguay (5)(6)	1883	48	-19.5% ▼	36321	NA
Venezuela (7)					
Central America/Caribbean (6)		733	4.6% ▲	577558	NA
Other South & Central America (6)		28	-1.0% ▼	24829	NA
<b>Total</b>		<b>23620</b>	<b>6.8% ▲</b>	<b>13001488</b>	<b>83%</b>

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(1) Sales figures are expressed at estimated retail level excl. VAT. Unless otherwise noted, country figures are for the entire industry and are based on research by national direct selling associations including surveys of their member companies.

(2) 2023 average exchange rates from the IMF were used to convert local currency to US dollars.

(3) Individuals active in direct selling are people who are career minded entrepreneurs building their own business (typically devoting more than 30 hours/week to direct selling activities), or part-time entrepreneurs earning additional income (typically devoting less than 30 hours/week to their direct selling activities). Others may have joined primarily to purchase favourite products at a discount price.

(4) Argentina is a highly inflationary market. In 2023, inflation increased 134% and real GDP fell 2%, according to the IMF.

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

(6) WFDSA research estimate.

(7) Based on the highly inflationary economic situation and lack of stability in Venezuela, the WFDSA Global Research Sub-committee has decided to suspend reporting on the Venezuelan market until further notice. Figures for this country have been backed out of history, as well.



# Direct Selling in Europe: 2023 Retail Sales

Countries	2023 Sales (1)			2023 - Individuals active in direct selling (3)	
	Local currency (millions)	EURO (2) (millions)	% Sales changes with 2022	Number	% of women
Austria (4)	330	330	3.8% ▲	269337	NA
Belgium (4)	200	200	13.9% ▲	19377	NA
Bulgaria (4)	210	107	29.1% ▲	160652	NA
Croatia (4)	24	24	-19.3% ▼	30035	NA
Cyprus (4)	6	6	2.9% ▲	8239	NA
Czech Rep	9111	380	0.2% ▲	310501	78%
Denmark (4)	577	77	-4.4% ▼	55298	NA
Estonia	50	50	2.1% ▲	37880	90%
Finland	93	93	-6.5% ▼	45171	83%
France	4352	4352	0.0% -	700000	80%
Germany	18276	18276	7.0% ▲	881772	NA
Greece (4)	88	88	3.1% ▲	61334	NA
Hungary (4)	62947	165	-4.2% ▼	324025	NA
Ireland (5)	26	26	5.5% ▲	12974	81%
Italy	2736	2736	-0.3% ▼	610000	71%
Latvia	79	79	1.4% ▲	58410	90%
Lithuania	104	104	3.0% ▲	78770	91%
Luxembourg (4)	35	35	-8.7% ▼	2044	NA
Malta (4)	5	5	-14.6% ▼	6414	NA
Netherlands	113	113	-5.1% ▼	84207	78%
Poland	4597	1011	0.0% -	671792	NA
Portugal	173	173	-13.3% ▼	181300	74%
Romania (4)	1558	315	-5.4% ▼	228348	NA
Slovakia	163	163	-0.8% ▼	174133	88%
Slovenia (4)	26	26	6.4% ▲	19134	NA
Spain	642	642	-6.7% ▼	190428	82%
Sweden	1535	134	-13.4% ▼	70342	79%
Total EU		29712	3.9% ▲	5291917	78%
Kazakhstan	323018	655	30.4% ▲	1747228	16%
Norway (4)	1428	125	-11.3% ▼	40208	NA
Russia	107828	1171	-7.3% ▼	4622803	89%
Switzerland (4)	387	399	0.8% ▲	162644	NA
Turkey (4)	8651	337	81.3% ▲	1355755	77%
Ukraine	6999	177	35.7% ▲	683461	78%
UK (5)	909	1045	-10.0% ▼	320127	78%
Others (4)		320	-14.6% ▼	241493	NA
Total		33940	3.6% ▲	14465636	73%

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(1) Sales figures are expressed at estimated retail level excl. VAT. Unless otherwise noted, country figures are for the entire industry and are based on research by national direct selling associations including surveys of their member companies.

(2) 2023 average exchange rates from the IMF were used to convert local currency to euro.

(3) Individuals active in direct selling are people who are career minded entrepreneurs building their own business (typically devoting more than 30 hours/week to direct selling activities), or part-time entrepreneurs earning additional income (typically devoting less than 30 hours/week to their direct selling activities). Others may have joined primarily to purchase favourite products at a discount price.

(4) WFDSA research estimate.

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