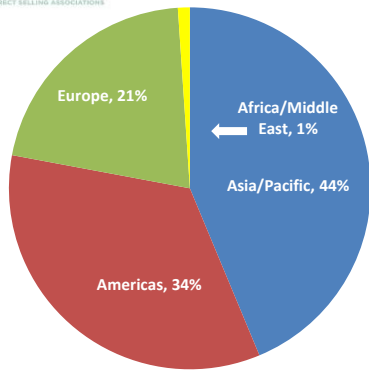




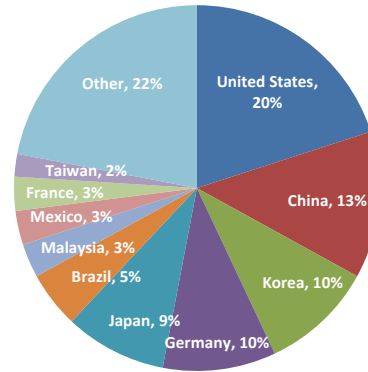
# Global Direct Selling - 2019 Retail Sales

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Regional Sales



Top 10 Global Markets

**Global Industry: \$180,479 (USD millions), Down 4.3% in Constant 2019 USD**

Region/Country	2019 Retail Sales (1)		% Sales Change (YOY) in Constant 2019 USD (2)	3-Year CAGR in Constant 2019 USD (2016-19)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
<b>Global</b> (4)	na	180,479	-4.3%	-0.3%	119,923,434
<b>Asia/Pacific</b>	na	78,900	-10.3%	-1.8%	68,429,768
Australia	1,700	1,182	-5.2%	-3.8%	452,873
China (5)	165,481	23,954	-30.0%	-9.7%	4,129,000
Hong Kong	2,983	381	1.9%	2.0%	257,680
India	174,400	2,477	12.1%	16.3%	5,750,000
Indonesia	22,636,030	1,600	9.3%	12.8%	17,820,000
Japan	1,703,200	15,624	-1.2%	-0.2%	2,869,338
Kazakhstan	136,430	356	4.4%	8.3%	1,030,730
Korea	20,607,000	17,683	3.8%	1.7%	9,399,431
Malaysia	25,333	6,116	5.6%	11.6%	4,250,000
New Zealand	210	139	5.3%	-4.1%	107,725
Philippines	76,021	1,468	5.2%	8.6%	5,965,138
Singapore	506	371	-2.9%	-1.5%	428,127
Taiwan	112,880	3,650	-3.9%	-1.3%	3,040,000
Thailand	93,467	3,010	0.4%	0.0%	11,187,022
Vietnam	14,351,000	623	12.0%	14.9%	872,000
Other Asia/Pacific (7)	na	268	15.0%	7.2%	870,704
<b>Africa/Middle East</b>	na	1,913	11.6%	7.8%	6,452,475
<b>Africa</b>	na	1,665	13.5%	8.4%	5,411,628
Morocco (7)	1,227	128	3.0%	3.0%	298,478
South Africa	11,656	807	6.0%	1.3%	1,131,347
Other Africa (7)	na	731	25.5%	21.1%	3,981,803
<b>Middle East</b>	na	247	0.4%	3.5%	1,040,847
Israel (7)	259	73	15.0%	9.0%	32,477
United Arab Emirates (7)	54	15	-14.5%	-2.2%	748,896
Other Middle East (7)	na	160	-3.6%	1.9%	259,474
<b>Americas</b>	na	61,758	0.7%	0.5%	30,906,804
<b>North America</b>	na	37,690	-0.8%	-0.5%	17,515,000
Canada	3,291	2,480	-6.0%	-2.4%	1,155,000
United States	35,210	35,210	-0.4%	-0.3%	16,360,000

Region/Country	2019 Retail Sales (1)		% Sales Change (YOY) in Constant 2019 USD (2)	3-Year CAGR in Constant 2019 USD (2016-19)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
<b>South &amp; Central America</b>	na	24,068	3.1% ▲	1.9%	13,391,804
Argentina (8)	54,400	1,130	20.0% ▲	26.4%	960,000
Bolivia (6)	2,345	339	-4.9% ▼	-1.2%	345,450
Brazil	38,499	9,760	3.3% ▲	0.2%	3,860,000
Chile	478,439	681	8.2% ▲	6.0%	418,787
Colombia	7,384,844	2,251	0.4% ▲	0.8%	2,308,053
Ecuador	1,156	1,156	-3.4% ▼	2.0%	859,000
Mexico	115,686	6,005	2.5% ▲	1.9%	2,898,000
Peru	6,385	1,918	4.2% ▲	5.0%	781,321
Uruguay (6)(7)	3,092	88	16.0% ▲	10.0%	110,495
Venezuela (9)	na	na	na na	na	na
Central America/Caribbean (7)	na	712	-3.2% ▼	-5.1%	821,319
Other South & Central America (7)	na	28	-7.0% ▼	-1.1%	29,379
<b>Europe</b>	na	37,908	0.8% ▲	1.3%	14,134,387
<b>European Union</b>	na	33,847	1.4% ▲	1.3%	6,986,965
Austria (7)	254	285	0.2% ▲	0.6%	299,284
Belgium (7)	175	195	-5.0% ▼	-6.7%	34,000
Bulgaria (7)	161	92	1.2% ▲	1.3%	205,019
Croatia (7)	288	44	5.0% ▲	1.2%	38,512
Cyprus (7)	7	8	-4.9% ▼	0.5%	8,966
Czech Republic	7,550	329	-1.5% ▼	3.3%	372,285
Denmark	599	90	0.0% ▬	2.9%	66,163
Estonia	50	56	2.0% ▲	2.8%	44,000
Finland	137	153	-9.2% ▼	-10.6%	66,615
France	4,630	5,184	1.5% ▲	2.7%	699,775
Germany	15,590	17,453	5.0% ▲	2.9%	932,614
Greece (7)	110	123	-7.0% ▼	-4.0%	132,444
Hungary	59,960	206	0.0% ▬	1.8%	521,701
Ireland	46	51	5.0% ▲	6.4%	26,533
Italy	2,646	2,962	-5.7% ▼	-1.8%	565,000
Latvia	68	76	4.0% ▲	4.7%	63,000
Lithuania	88	98	4.6% ▲	5.4%	83,000
Luxembourg	42	47	5.0% ▲	-0.8%	2,750
Malta (7)	9	10	-5.0% ▼	0.5%	8,690
Netherlands	118	132	-4.3% ▼	-7.2%	89,288
Poland	4,233	1,103	-1.3% ▼	0.2%	930,000
Portugal	209	234	-9.0% ▼	-4.3%	205,900
Romania (7)	1,820	429	2.8% ▲	9.9%	432,590
Slovakia	168	188	2.1% ▲	4.7%	209,655
Slovenia	21	23	0.0% ▬	-1.1%	19,335
Spain	751	840	-1.8% ▼	-1.3%	250,959
Sweden	2,142	226	-0.3% ▼	-2.8%	150,117
United Kingdom	2,515	3,210	-6.1% ▼	-4.0%	528,770
<b>Rest of Europe</b>	na	4,061	-3.9% ▼	1.9%	7,147,422
Norway (7)	1,560	177	-8.8% ▼	5.8%	78,300
Russia	146,240	2,259	-6.2% ▼	0.2%	4,419,091
Switzerland (7)	331	333	1.9% ▲	1.2%	161,629
Turkey (7)	2,745	484	-2.8% ▼	6.4%	1,303,780
Ukraine	9,044	350	-1.2% ▼	6.2%	848,326
Other Europe (7)	na	458	3.4% ▲	1.8%	336,296

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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 2018 and 2019 are expressed in US Constant 2019 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) Global sales and seller counts during 2019 were materially impacted by events in China (see separate footnote). Excluding China, the Global YOY Sales Change was 1.4% and the 3-Year CAGR was 1.5% (in constant 2019 USD).

(5) During Q1 of 2019, the Chinese Government implement a 100 Day Review of the nutrition supplement industry. While this action was not related specifically to the direct selling industry, it had a significant impact on certain sectors of the industry. The disruptive nature of this event affected the availability of some data, therefore the WFDSA estimate of China sales is based on the data sources available and is directional only.

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

(7) WFDSA research estimate

(8) Argentina is a highly inflationary market. In 2019, inflation increased 54% and real GDP fell 2%, according to the IMF.

(9) 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.