

WFDSA STATS

2024 Global Annual Direct Selling Statistical Data Report

November 2025



WFDSA

Executive Summary

Top Markets

In 2024, the top markets remained mostly unchanged, with the U.S. once again coming in as the number one direct selling market, followed by Germany, China, Korea and Malaysia, a reflection of the strong traction of direct selling in the Asia-Pacific region. 21 markets posted sales of \$1 billion or more, accounting for 92% of global sales. That is the same number as in 2023, following a drop from 24 markets in 2022 — another sign that the channel's recent decline may be stabilizing.

Key Takeaways

1. The global direct selling channel stabilized in 2024

The global direct selling channel showed signs of stabilization in 2024, suggesting the post-pandemic slump may be bottoming out and growth starting to pick back up for 2025.

- Global sales were essentially flat in 2024, declining by just 0.05% after consecutive drops in 2022 and 2023. Notably, even when excluding Argentina (the largest sales dollar gain) and the United States (the largest decline), the overall change remains negligible — an increase of 0.05%.
- The percentage of WFDSA markets experiencing growth is trending upward, rising from 23% in 2022 to 42% in 2023, and further to 45% in 2024.
- Average market growth rates have also improved, climbing from -5.4% in 2022 to 0.7% in 2023, and reaching 4.6% in 2024.
- 21 markets in 2024 were billion-dollar markets, unchanged from 2023.
- The global number of independent sales representatives remained virtually unchanged in 2024, increasing by just 0.1% following declines in the previous two years.

2. Gender representation shows modest but sustained shift

Women still constitute over 70% of the global sales force around the world. Their share, however, has been decreasing moderately over the last six years. The factors behind this are not clear.

- After a noticeable drop from 74.3% in 2020 to 71.9% in 2021, the proportion of women in the global sales force has remained relatively stable, fluctuating slightly: holding steady in 2022, rising to 72.7% in 2023, and dipping to 72.1% in 2024.
- Despite these small year-to-year changes, the percentage of women has consistently remained below pre-pandemic levels (73.8% in 2019 and 74.3% in 2020), indicating a modest but persistent shift in gender representation over the past few years.

3. The share of younger representatives is shrinking as the older cohort grows

Over the past six years, the age composition of the global sales force has shifted notably.

- The share of representatives under 35 peaked during the pandemic years (27% in 2019 and 30% in 2020) but declined steadily to 23% by 2024 — the lowest in the period.
- Those aged 35–54 consistently made up the largest segment, comprising 48–50% of the sales force.
- Meanwhile, representation of individuals aged 55 and older rose from 21% in 2021 to 28% in 2024, marking a significant post-pandemic increase.

Influencers continue to drive consumer behavior, especially with “Gen Z,” which may be affecting the appeal of traditional direct selling with younger generations.

However, according to the McKinsey Global Institute’s latest demographic study, falling fertility rates, overall aging populations and growing shares of consumption and labor populations by seniors point to opportunities with older populations, coupled with stronger positive perceptions of direct selling among older generations and later retirement targets. In addition, other studies point to geographic shifts in economic growth and consumption – and a stronger desire among younger populations to forge more entrepreneurial career paths.



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Introduction

WFDSA is proud to launch the third annual STATS report – the definitive data on the direct selling industry around the world.

In 2024, the report shows cautious optimism about the present and future of the industry. In a year marked by significant changes – including over 50% of the world’s population going to the polls to elect new leaders, economic shifts and social change and unprecedented technological advances – direct selling showed signs of moving past the effects of the pandemic.

The report also looks a little different this year, under new leadership. WFDSA added topline summaries and analyses to make sure the data and findings are more relevant and digestible for our key stakeholders.

Finally, the numbers only tell one part of the direct selling story. What powers this industry is the people – over 100 million independent entrepreneurs around the world, the 55 member Direct Selling Associations, our CEO Council and WFDSA team. Their contributions are the foundation of this report and our global community.

Shaila Manyam
Executive Director



Fast Facts

2024 Global Retail Sales: \$163.9 billion (down about 0.05% from 2023)

Top 10 Markets (in order)

1. U.S.
2. Germany
3. China
4. Korea
5. Malaysia
6. Japan
7. Brazil
8. Mexico
9. France
10. Taiwan

Biggest Movers:

↑ : Argentina, China, Colombia, Malaysia, Russia, and the UK

↓ : Canada, Indonesia, Japan, Korea, and Thailand

Share:

21 markets posted sales of \$1 billion or more, accounting for 92% of global sales

Regions:

Asia/Pacific: 40.3%

Americas including North America: 37.3%

Europe: 21.6%

Africa/Middle East: 0.08%

Key Sectors: Wellness, Cosmetics & Personal Care, Household Goods & Durables

Independent Contractors: 104.3 million (up 0.1%); 72.1% female.

Age Cohorts:

- 18-24: 6.9%
- 25 to 34: 16.4%.
- 35 to 44: 24.1%
- 45 to 54: 24.1%
- 55-64: 18.1%
- 65+: 10.3% were 65 or older

Global Economic Outlook

In This Section:

Global Retail Sales

A Closer Look: Top 10 Markets

Global Market Penetration

Direct Sales vs. GDP

Billion-Dollar Markets

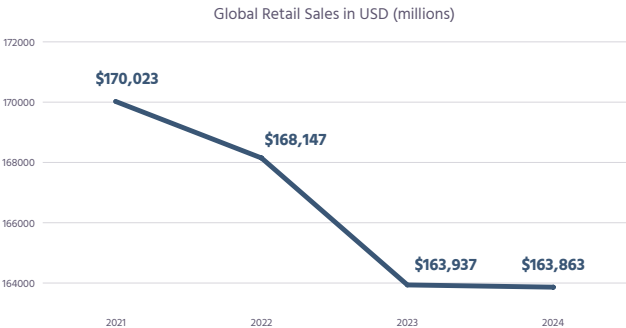
A Closer Look: Movers and Shakers



Global Retail Sales

2024 – Virtually Unchanged from Last

Year: Global retail sales saw growth during the pandemic years, rising by 2.2% in 2020 and 2.0% in 2021. Sales, however, declined in the following years, falling from \$170,023 million to \$163,863 million in 2024, a decrease of 3.6% or a compound annual decline of 1.2% over the three-year period. This also is a very small decline from 2023 levels. Despite the post-pandemic decline, sales in 2024 of \$163,863 million are slightly higher by \$675 million or 0.4% than the pre-pandemic sales level of \$163,188 million in 2019.



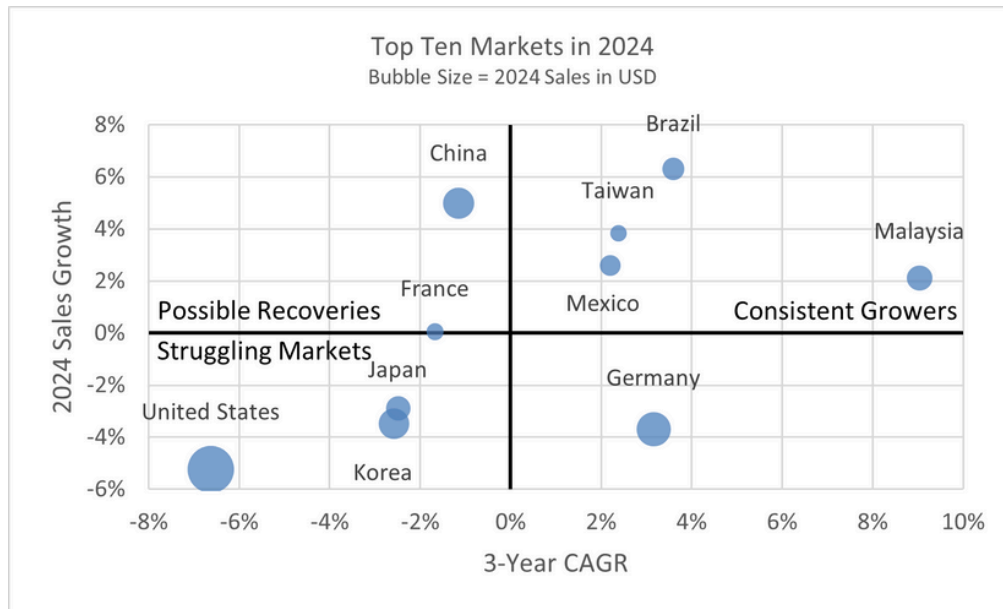
Retail Sales		
	2024 % Sales Change	3-Year CAGR
Global	0.0%	-1.2%

The Worst May Be Over: There are several signs that the post-pandemic slump may have bottomed out. First, global sales remained virtually unchanged in 2024, declining by just 74 million dollars, or 0.05%, compared to 2023. Significantly, even after excluding the country with the largest sales dollar increase (Argentina) and the one with the largest decline (United States), the overall change in sales is still negligible — an increase of just 0.05%. A second sign that the decline in sales may have stabilized is the upward trend in the percentage of WFDSA markets showing annual growth, increasing from 23% in 2022 to 42% in 2023, and to 45% in 2024. A third positive indicator is the average annual sales change for the markets, which has also improved, rising from -5.4% in 2022 to 0.7% in 2023, and to 4.6% in 2024.

It's All Relative: Markets showed, however, different patterns in sales performance depending on how well they were doing compared to others. If you imagine lining up all the markets from best to worst, the 75th percentile represents those doing better than 75% of the rest. These markets had no change in sales in 2022, then saw growth of 3.7% in 2023 and 3.4% in 2024. The middle group — the 50th percentile or median — had sales drop by 6.1% in 2022, then slightly improved with smaller declines of 0.9% in 2023 and 1.1% in 2024. The bottom 25% of markets, which were struggling the most, saw the biggest drops: 12.1% in 2022, 10.1% in 2023, and 5.2% in 2024. While the worst-performing markets continued to lose sales, the rate of decline slowed over time.

A Closer Look:

Top Ten Markets



The top ten sales markets in 2024 account for 78% of global sales. The bubble chart above offers an overview of their sales performance using 2024 sales growth on the vertical axis and 3-year CAGR on the horizontal axis. Each bubble represents a country, with its size indicating the market's sales in USD for 2024. To help identify which markets are thriving, recovering, or facing headwinds, the chart is divided into four quadrants to categorize sales performance:

- **Consistent Growers** (top right) include Mexico, Taiwan, Brazil, and Malaysia, showing strong current growth and sustained momentum over the past three years.
- **Possible Recoveries** (top left) features China, which has high recent growth but a negative 3-year CAGR, suggesting a rebound from previous downturns.
- **Struggling Markets** (bottom left) such as the United States, Korea, and Japan show both low recent growth and weak long-term performance. This category also includes France even though it had flat sales in 2024, because if you are not gaining, you are losing.
- **Possible Setbacks** (bottom right) include Germany, which has a solid historical CAGR but declining recent growth, indicating potential challenges ahead.

Overall, there is some symmetry in the distribution of the ten markets among the four buckets. There are four markets that are consistent growers and four that are struggling. One market is in possible recovery, and one is having a possible setback.

Global Market Penetration in Direct Selling

Market penetration for direct selling in a country can be measured by dividing the country's direct sales by its GDP and converting the result into a percentage. This method was applied to 63 countries, which were then ranked from highest to lowest and grouped into three tiers. The top five countries with the highest market penetration were Malaysia (2.417%), Korea (0.806%), Ecuador (0.760%), Peru (0.743%), and Bolivia (0.728%). On the other end of the spectrum, the five countries with the lowest penetration were Ireland (0.005%), the United Arab Emirates (0.006%), the Netherlands (0.010%), Israel (0.012%), and Denmark (0.018%).

Market penetration in direct selling can vary depending on a country's demographics. In 2024, countries in the Americas had the highest share of high-penetration markets, with 73% falling into that category, followed by 53% in Asia/Pacific and just 15% in Europe. Developing economies were more likely to have higher penetration (50%) compared to advanced economies (18%). Similarly, countries with lower GDPs had a slightly higher share of high-penetration markets (35%) than those with higher GDPs (31%). Among the 21 countries with over \$1 billion in annual direct sales, 33% had high penetration, matching the rate seen in other markets. Notably, countries where direct sales grew in 2024 were more likely to be in the high-penetration tier (43%) than those where sales declined (24%).

Direct Sales vs. GDP

The distribution of direct sales and GDP between advanced and developing economies is quite similar. In 2024, advanced economies accounted for 60% of global direct sales, which is just slightly higher than their 59% share of global GDP. This close alignment suggests that, overall, direct selling activity tends to scale proportionally with economic output regardless of an economy's stage of development.

Direct Sales as % of GDP by Country, 2024

Higher Penetration		Mid Penetration		Lower Penetration	
Malaysia	2.417%	Estonia	0.125%	New Zealand	0.050%
Korea	0.806%	Italy	0.123%	Switzerland	0.048%
Ecuador	0.760%	United States	0.119%	Australia	0.042%
Peru	0.743%	Czech Republic	0.119%	Greece	0.039%
Bolivia	0.728%	Poland	0.118%	Spain	0.038%
Colombia	0.607%	Bulgaria	0.106%	Luxembourg	0.037%
Taiwan	0.583%	Ukraine	0.099%	Slovenia	0.037%
Germany	0.409%	Canada	0.098%	Croatia	0.037%
Thailand	0.376%	South Africa	0.097%	United Kingdom	0.032%
Argentina	0.373%	India	0.089%	Belgium	0.032%
Mexico	0.369%	Hong Kong	0.086%	Turkey	0.031%
Brazil	0.360%	Romania	0.084%	Finland	0.030%
Kazakhstan	0.238%	China	0.083%	Norway	0.026%
Japan	0.238%	Singapore	0.081%	Sweden	0.021%
Latvia	0.197%	Indonesia	0.078%	Malta	0.021%
Vietnam	0.188%	Hungary	0.076%	Cyprus	0.020%
Philippines	0.185%	Austria	0.075%	Denmark	0.018%
France	0.149%	Russia	0.063%	Israel	0.012%
Chile	0.139%	Portugal	0.056%	Netherlands	0.010%
Lithuania	0.135%	Uruguay	0.055%	UAE	0.006%
Slovakia	0.130%	Morocco	0.051%	Ireland	0.005%

Top Markets

in Excess of \$1 Billion, USD

In another possible sign of bottoming out, the number of markets around the world that generated \$1 billion or more in global retail sales stayed the same from 2023. Twenty-one markets had \$1 billion or more in retail sales, representing 92% of the total global direct selling industry as reported. Interestingly, the makeup of the 21 “billion-dollar” markets did not change from 2023 to 2024, but their rankings did. Eleven markets shifted positions: six moved up — Argentina, China, Colombia, Malaysia, Russia, and the UK — while five moved down: Canada, Indonesia, Japan, Korea, and Thailand.

Rank	Market	Rank vs 2023	2024 Retail Sales in USD (millions)	2024 vs 2023 (2024 Constant USD)	3-Year CAGR (2024 Constant USD)
1	United States		\$34,740	-5.2%	-6.6%
2	Germany		\$19,050	-3.7%	3.2%
3	China	▲	\$15,546	5.0%	-1.1%
4	Korea	▼	\$15,065	-3.5%	-2.6%
5	Malaysia	▲	\$10,197	2.1%	9.0%
6	Japan	▼	\$9,581	-2.9%	-2.5%
7	Brazil		\$7,844	6.3%	3.6%
8	Mexico		\$6,842	2.6%	2.2%
9	France		\$4,714	0.1%	-1.7%
10	Taiwan		\$4,564	3.8%	2.4%
11	India		\$3,528	4.0%	7.0%
12	Italy		\$2,930	-1.1%	0.8%
13	Colombia	▲	\$2,541	3.5%	3.9%
14	Argentina	▲	\$2,362	310.1%	140.5%
15	Canada	▼	\$2,189	-5.6%	-10.2%
16	Peru		\$2,148	1.1%	-0.4%
17	Thailand	▼	\$1,980	-7.1%	-6.4%
18	Russia	▲	\$1,360	16.7%	-5.7%
19	United Kingdom	▲	\$1,171	0.8%	-10.5%
20	Indonesia	▼	\$1,092	-11.3%	-7.3%
21	Poland		\$1,075	-6.9%	-4.6%



A Closer Look: Movers and Shakers in Direct Selling

In addition to overall volume, key markets are also showing signs of movement. Of the top 15 markets in direct selling, six markets declined vs. last year; the biggest movers were in the Asia-Pacific and Americas regions. Despite a restricted regulatory environment, China continues to be a force in direct selling growth over last year as the country looks ahead to its 20th anniversary for direct selling resumption in 2025. Colombia is another market to watch as its economic drivers are still showing growth in household goods, and informal employment remains a key source of income. A full ranking list of markets can be found on page 43.

Regional Economic Outlooks for the Industry

In This Section:

Regional Overview

A Closer Look: Asia-Pacific

A Closer Look: Europe

A Closer Look: Americas

A Closer Look: Africa and Middle East



Regional Overview: Retail Sales

In 2024, the Asia/Pacific region led global direct selling with retail sales totaling \$66,058 million, representing 40.3% of the global market. The Americas followed closely with \$61,189 million in sales and a 37.3% share, while Europe accounted for \$35,352 million (21.6%), and Africa/Middle East contributed \$1,265 million (0.8%). Among these regions, only the Americas saw any growth in 2024, with sales increasing by 0.8%. Sales in Asia/Pacific remained flat, while Europe declined by 1.5% and Africa/Middle East by 5.9%. Looking at the three-year period from 2021 to 2024, Europe posted a modest compound annual growth rate (CAGR) of 0.2%, followed by Asia/Pacific with a -0.3% CAGR. The Americas experienced a more significant drop with a CAGR of -2.8%, while Africa/Middle East saw the steepest decline with a CAGR of -7.8%



“With sales growth of 2.1% in 2024, the sixth best rate in the region, Malaysia moved up as the third largest market in the region and fifth globally. Sales achieved \$10,197 million representing a 15.4% share of regional sales. From 2021 to 2024, the growth was quite significant, with a compound annual growth rate (CAGR) of 9.0%”

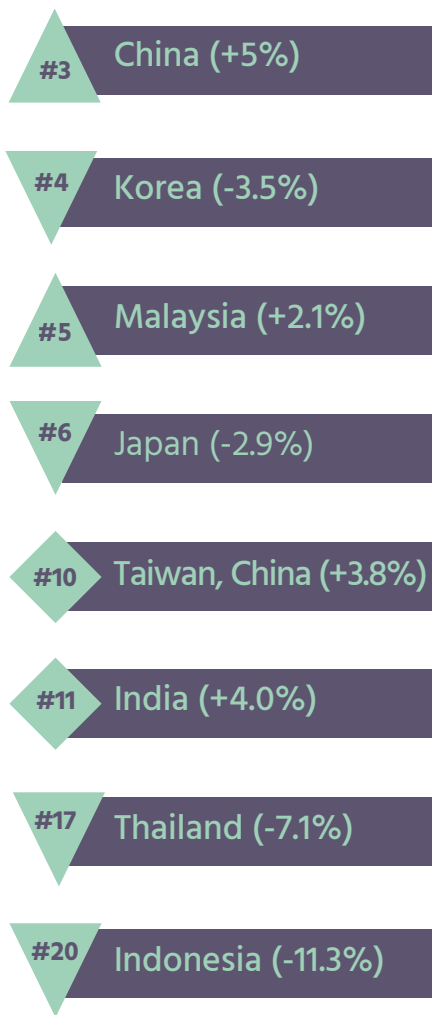
Lawrence Cheah

Association Services Chairman, Executive Director, Direct Selling Association of Malaysia, Member WFDSA Association Advisory Council for Asia Pacific

Region	2024 Retail Sales in USD (millions)	2024 Sales Share	2024 vs 2023 (2024 Constant USD)	2024 vs 2021 (2024 Constant USD)
Asia/Pacific	\$66,058	40.3%	0%	-0.3%
Africa/Middle East	\$1,265	0.8%	-5.9%	-7.8%
Americas	\$61,189	37.3%	0.8%	-2.8%
Europe	\$35,352	21.6%	-1.5%	0.2%

Asia/Pacific

A Closer Look by Region



▲ Rank higher than 2023 ▼ Rank lower than 2023

◆ Rank constant vs 2023

8 of the 21 Billion-Dollar Markets are in Asia/Pacific

Accounting for 40.3% of global sales, the Asia/Pacific region had sales of \$66,058 million in 2024, experiencing flat sales in 2024 when compared to 2023 and decreasing sales from 2021 to 2024 at a CAGR of 0.3%. Eight of the 21 billion-dollar markets are in the region.

In 2024, China became the largest billion-dollar market in the Asia/Pacific region, surpassing Korea with \$15,546 million in retail sales and accounting for 23.5% of regional sales. Sales in China grew by 5.0% that year — the third best performance in the region and the first year of growth since 2018. However, over the three-year period from 2021 to 2024, China's sales declined at a CAGR of 1.1%, reflecting a longer-term downward trend despite the recent rebound.

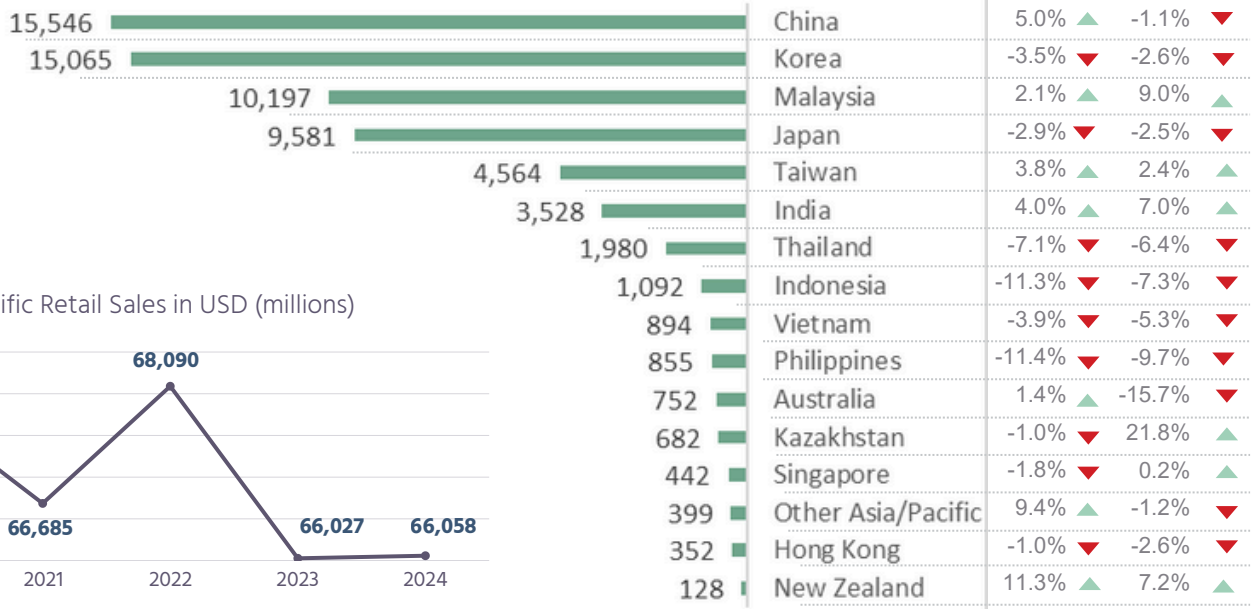
Slipping to the second largest market position in the region with 22.8% of regional sales, Korea's retail sales fell to \$15,065 million in 2024, a decrease of 3.5% that ranks as the twelfth strongest sales performance in the region. Sales also decreased during the three-year period from 2021 to 2024, falling at a CAGR of 2.6%.

Regional Sales in 2024: 66,058

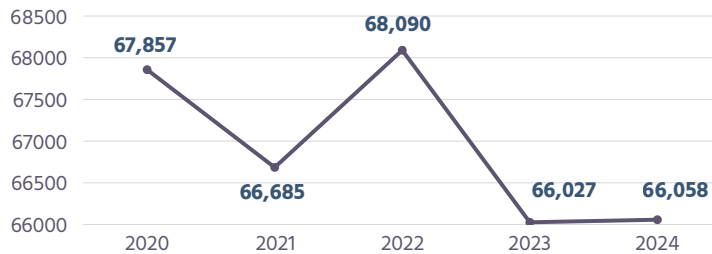
Asia/Pacific

0.0% Annual % Change
-0.3% 3-Year CAGR

Annual Retail Sales in USD (millions)



Asia/Pacific Retail Sales in USD (millions)



With sales growth of 2.1% in 2024, the sixth best rate in the region, Malaysia displaced Japan as the third largest market in the region. That year, sales reached \$10,197 million and a 15.4% regional sales share. Growth was higher over the 2021-2024 period with a CAGR of 9.0%.

Descending to fourth place in regional market size, Japan saw a sales decline in 2024 of 2.9%, ranking 11th in sales growth in the region. The market declined at a similar annual rate during the three-year period from 2021 to 2024 (negative 2.5% CAGR). Sales and regional sales share in 2024 were \$9,581 million and 14.5%, respectively.

Maintaining its market rank of fifth in the region with a sales share of 6.9%, Taiwan is another market that experienced sales growth both in 2024 (up 3.8%) and during 2021-2024 (positive 2.4% CAGR). In 2024, the market recorded sales of \$4,564 million and ranked fifth in sales growth.

India remained as the sixth largest market in the Asia/Pacific area with a regional sales share of 5.3% in 2024. India is another country that saw growth in both 2024 (up 4.0%) and during 2021-2024 (positive 7.0% CAGR). Sales were \$3,528 million in 2024, and the market ranked fourth in the region that year in the rate of sales growth.

Despite a sales drop of 7.1% in 2024 and ranking 14th in sales growth in the region, Thailand remains the seventh largest market in the region. The country posted sales of \$1,092 million in 2024, accounting for 3.0% of regional sales. Sales also dropped during 2021-2024 at a CAGR of 6.4%

Indonesia is the last billion-dollar market in the Asia/Pacific region and remains the eighth largest market in the area with 1.7% of regional sales. In 2024, the market ranked 15th in sales growth in the region with sales dropping 11.3%. Sales likewise fell over the longer period from 2021 to 2024 at a CAGR of 7.3%.

In 2024, the eight Asia/Pacific markets with annual sales below a billion dollars collectively accounted for 6.8% of regional sales. Among them, only New Zealand recorded growth both in 2024 and over the 2021-2024 period. Two markets — Australia and Other Asia¹ — saw declines overall during 2021-2024 but experienced growth in 2024, the last year of the period. Kazakhstan and Singapore experienced growth from 2021 to 2024 but falling sales in 2024. Hong Kong, the Philippines, and Vietnam posted declines in both time frames.

¹ A full list of markets that make up Other Asia can be found on page 42.

A Closer Look by Region

Europe

6 of the 21 Billion-Dollar Markets are in Europe

#2 Germany (-5.2%)

#9 France (+0.1%)

#12 Italy (-1.1%)

#18 Russia (+16.7%)

#19 United Kingdom (+0.8%)

#21 Poland (-6.9%)

▲ Rank higher than 2023 ▼ Rank lower than 2023

◆ Rank constant vs 2023

Europe posted sales of \$35,352 million in 2024 and a global sales share of 21.6%. The region saw a small dip in sales of 1.5% in 2024 but over the longer period from 2021 to 2024, the area grew at a low CAGR of 0.2%.

The 28 markets in Europe overall with annual sales below a billion dollars in 2024 collectively represent \$5,052 million in annual sales and 14.3% of regional sales, and they have a mixed record in sales growth performance. Only three markets — Austria, Bulgaria, and Turkey — experienced growth both during 2021-2024 and in 2024. Nine markets saw growth from 2021 to 2024 but experienced falling sales in the last year of the period. One market, Belgium, recorded a CAGR of 0.0% during 2021-2024 and saw falling sales in 2024. The remaining 15 markets had declining sales both in the 2021-2024 period and in 2024..

Europe Retail Sales in USD (millions)



The 27 markets in the European Union (EU) collectively recorded sales of \$31,315 million and a regional sales share of 88.6% in 2024. Despite sales falling 2.7% in 2024, sales increased at a low CAGR of 0.9% during 2021-2024.

The remaining seven markets in Europe, while jointly experiencing declining sales during 2021-2024 at a CAGR of 4.9%, saw sales increase at nearly a double-digit rate (9.6%) in 2024. That year, sales were \$4,037 million, representing 11.4% of regional sales. Among the regions, Europe has the most markets (34) but the fewest billion-dollar markets (6)

Germany is the largest billion-dollar market in Europe, with 2024 sales reaching \$19,050 million — more than four times the size of the next largest market, France. In 2024, the market accounted for 53.9% of total regional sales (up from 49.4% in 2021) and 60.8% of sales within the European Union (up from 57.0% in 2021). While Germany achieved a CAGR of 3.2% from 2021 to 2024, sales declined by 3.7% in the final year of the period.

France, the next largest market in Europe, achieved sales of \$4,714 million in 2024, accounting for 13.3% of regional sales and 15.1% of EU sales. Sales were flat in 2024 (up 0.1%), but the market declined at a CAGR of 1.7% from 2021 to 2024.



Regional Sales in 2024: 35,352

Europe

-1.5% ▼ +0.2% ▲

Annual Retail Sales in USD (millions)		Annual % Change		3-Year CAGR	
19,050	Germany	-3.7%	▼	3.2%	▲
4,714	France	0.1%	▲	-1.7%	▼
2,930	Italy	-1.1%	▼	0.8%	▲
1,360	Russia	16.7%	▲	-5.7%	▼
1,171	United Kingdom	0.8%	▲	-10.5%	▼
1,075	Poland	-6.9%	▼	-4.6%	▼
661	Spain	-4.9%	▼	-8.1%	▼
449	Switzerland	2.2%	▲	-1.1%	▼
411	Turkey	56.0%	▲	55.6%	▲
410	Czech Republic	4.5%	▲	-1.6%	▼
393	Austria	9.9%	▲	4.7%	▲
330	Other Europe ²	-4.5%	▼	-11.8%	▼
323	Romania	-4.6%	▼	-4.4%	▼
210	Belgium	-2.8%	▼	0.0%	■
189	Ukraine	8.5%	▲	-3.0%	▼
183	Slovakia	3.4%	▲	-2.9%	▼
174	Portugal	-7.5%	▼	-13.6%	▼

Annual Retail Sales in USD (millions)		Annual % Change		3-Year CAGR	
170	Hungary	-1.3%	▼	-3.8%	▼
127	Sweden	-12.4%	▼	-13.1%	▼
125	Norway	-5.6%	▼	-9.8%	▼
120	Netherlands	-1.5%	▼	-6.4%	▼
119	Bulgaria	2.5%	▲	8.1%	▲
115	Lithuania	1.5%	▲	-0.6%	▼
100	Greece	5.7%	▲	-3.8%	▼
91	Finland	-10.0%	▼	-9.5%	▼
86	Latvia	0.5%	▲	-2.1%	▼
76	Denmark	-9.4%	▼	-5.0%	▼
53	Estonia	-2.0%	▼	-2.7%	▼
35	Luxembourg	-6.9%	▼	-7.0%	▼
34	Croatia	28.7%	▲	-5.5%	▼
28	Ireland	-2.0%	▼	-2.6%	▼
27	Slovenia	-5.3%	▼	-0.7%	▼
7	Cyprus	4.8%	▲	-4.9%	▼
5	Malta	-1.1%	▼	-18.0%	▼

²A full list of markets that make up Other Europe can be found on page 42.



Following France in market size, Italy had sales of \$2,930 million in 2024, accounting for 8.3% of sales in Europe and 9.4% of sales in the EU. Sales grew at a low CAGR of 0.8% during 2021-2024 and fell 1.1% in the last year of the period.

Russia is the fourth largest direct-sales market in Europe with sales of \$1,360 million in 2024 and a regional sales share of 3.8%. Sales fell at a CAGR of 5.7% from 2021-2024, but the market saw double-digit growth of 16.7% in 2024.

The United Kingdom experienced sales declines at a double-digit rate of 10.5% during 2021-2024 yet saw some growth (up 0.8%) in 2024. The market posted sales of \$1,171 million in 2024 and had a regional sales share of 3.3%, the fifth largest in the area.

Poland is the sixth and last billion-dollar market in Europe with sales just above the threshold at \$1,075 million in 2024. The market represents 3.0% of sales in Europe and 3.4% of sales in the EU. Sales dropped 6.9% in 2024 and during 2021-2024 at a CAGR of 4.6%.



"The economic and political environment in France has not been favorable to commerce in general since 2021. Nevertheless, direct selling remains a resilient distribution model, and the entry of new players as well as the evolution of established companies suggest promising opportunities ahead for the sector."

Frédéric Billon

FVD Executive Director
Member WFDSA Association Advisory
Council for Europe



#1 United States (-5.2%)

#7 Brazil (+6.3%)

#8 Mexico (+2.6%)

#13 Colombia (+3.5%)

#14 Argentina (+310%)

#15 Canada (-5.6%)

#16 Peru (+1.1%)

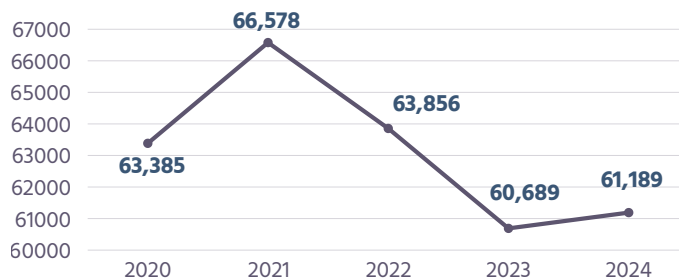
▲ Rank higher than 2023 ▼ Rank lower than 2023

◆ Rank constant vs 2023

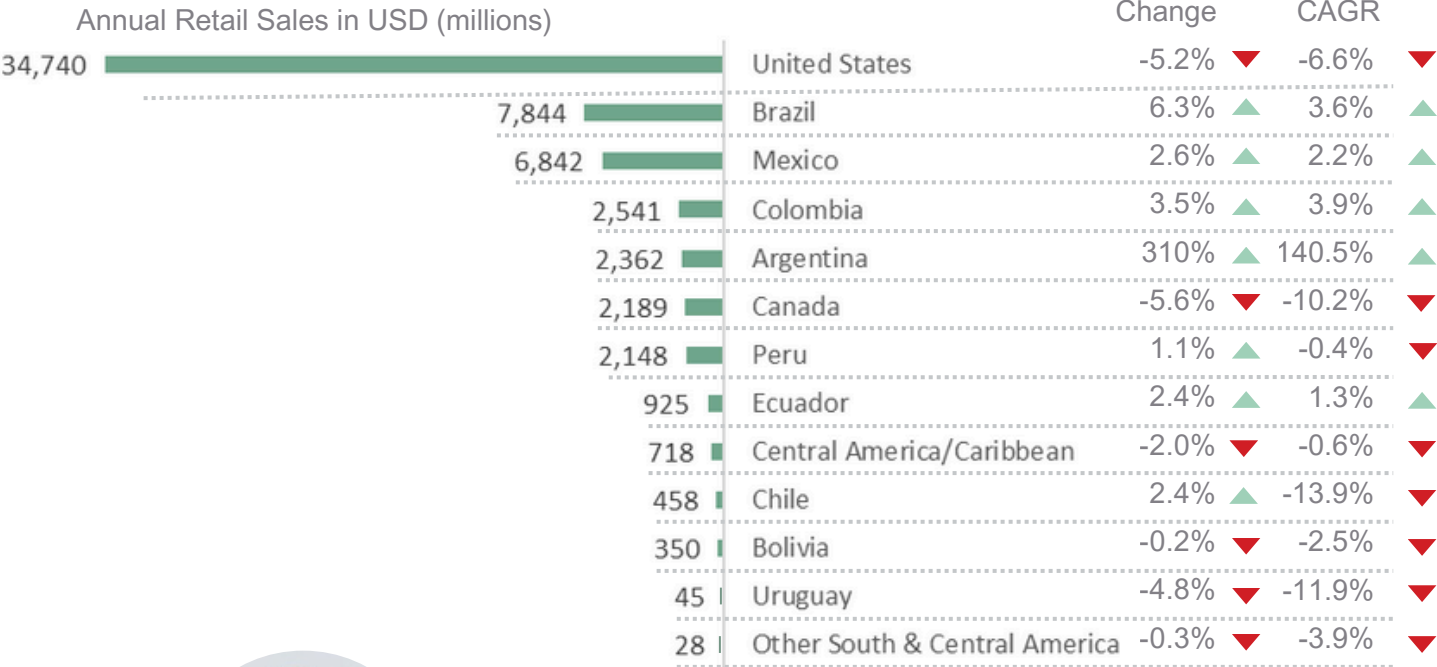
7 of the 21 Billion-Dollar Markets are in the Americas

Sales in the Americas fell at a CAGR of 2.8% from 2021 to 2024 but grew slightly (up 0.8%) in 2024. That year, the Americas had sales of \$61,189 million and a global sales share of 37.3%, making it the second largest region in sales. The Americas also has the second highest number of billion-dollar markets with seven such countries.

Americas Retail Sales in USD (millions)



The United States is the largest billion-dollar market in the Americas, with 2024 sales reaching \$34,740 billion and a 56.8% regional share — more than four times the size of the next largest market in the region, Brazil. The market continues to experience a post-pandemic slump with sales sliding at a CAGR of 6.6% from 2021 to 2024 and 5.2% in the last year of the period.



"To understand the 310% growth in 2024, we must disaggregate the inflationary effect—which averaged 220% according to INDEC—from genuine growth. What we observed was a reactivation driven by greater monetary stability and clearer foreign trade rules. This scenario led us to reach \$2,362 million in sales. In regional terms, this is highly significant: Argentina moved from seventh to fifth place in market importance, now representing 3.9% of total regional sales."

Gonzalo Falcon
Executive Director, CAVEDI-DSA of Argentina, Member WFDSA Association
Advisory Council for Latin America

The United States is the largest billion-dollar market in the Americas, with 2024 sales reaching \$34,740 billion and a 56.8% regional share — more than four times the size of the next largest market in the region, Brazil. The market continues to experience a post-pandemic slump with sales sliding at a CAGR of 6.6% from 2021 to 2024 and 5.2% in the last year of the period.

Brazil, in contrast to the United States, has seen consistent sales growth. Sales grew 6.3% in 2024 and at a CAGR of 3.6% during 2021-2024. In 2024, Brazil was the second largest market in the Americas with sales of \$7,844 million and a regional sales share of 12.8%. Mexico, the third largest regional market, has also experienced stable growth with sales increasing at a CAGR of 2.2% from 2021 to 2024 and by 2.6% in 2024. That year, Mexico recorded sales of \$6,842 million and a regional sales share of 11.2%.

Colombia is another market in the region showing reliable growth with a 3.9% CAGR in sales during 2021-2024 and a 3.5% increase in the last year of the period. In 2024, the market posted sales of \$2,541 million and a regional sales share of 4.2%. Colombia also advanced in rank, becoming the fourth-largest market in the region — up from fifth place in 2023.

2024 sales increased 310% in Argentina. A large part of the growth is accounted for by inflation. The annual average price level increased 220% in 2024 over 2023 (INDEC). The DSA of Argentina says the sales surge is attributable to economic recovery, relaxed import policies, and currency stabilization. In 2024, sales reached \$2,362 million and a regional sales share of 3.9%. Argentina became the fifth-largest market in the region, moving up from the seventh position in 2023.

Like the United States, Canada has shown declines over the past several years with sales falling at a CAGR of 10.2% during 2021-2024 and 5.6% in 2024. That year, sales were \$2,189 million, accounting for 3.6% of sales in the Americas. Canada is now the sixth largest market, falling from fourth place in 2023.

While sales in Peru decreased at a CAGR of 0.4% during 2021-2024, they increased 1.1% in 2024. That year, sales reached \$2,148 million and a regional sales share of 3.5%. Peru remains a billion-dollar market, but its regional sales ranking is now seventh, down from sixth place in 2023.

The six markets in the Americas with annual sales below a billion dollars jointly have 2024 sales of \$2,524 million and a regional sales share of 4.1%. Out of the six, only Ecuador demonstrated stable growth with sales increasing by 2.4% in 2024 and with a 1.3% CAGR during 2021-2024. While sales in Chile decreased at a CAGR of 13.9% from 2021-2024, they increased in 2024 by 2.4%. Sales in Bolivia, Uruguay, Central America/Caribbean, and Other South and Central America³ fell both in 2024 and during the 2021-2024 period.

³ A full list of markets that make up Other South and Central America can be found on page 42.

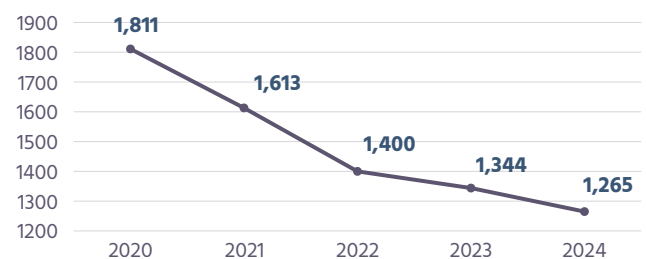




In 2024, Other Africa* led the region with sales of \$640.3 million, accounting for 50.6% of regional sales. The market grew modestly over the 2021–2024 period with a 3-year CAGR of 0.7%, despite a slight decline of 0.4% in 2024. South Africa followed with \$387.0 million in sales (30.6% share) but experienced a sharp decline of 12.2% in 2024 and a negative CAGR of -14.2% over the three-year period. Morocco posted \$78.9 million in sales (6.2% share), with a 9.6% drop in 2024 and a CAGR of -11.8%. Israel recorded \$63.8 million in sales (5.0% share), showing a 4.0% increase in 2024, though its 3-year CAGR was slightly negative at -0.4%. Other Middle East* contributed \$62.9 million (5.0% share) but saw the steepest decline in 2024 at -23.1%, with a CAGR of -27.5%. United Arab Emirates was the smallest market at \$31.7 million (2.5% share) yet showed the strongest growth: 5.5% in 2024 and a 3-year CAGR of 3.5%.

*A full list of markets that make up Other Africa and Other Middle East can be found on page 42.

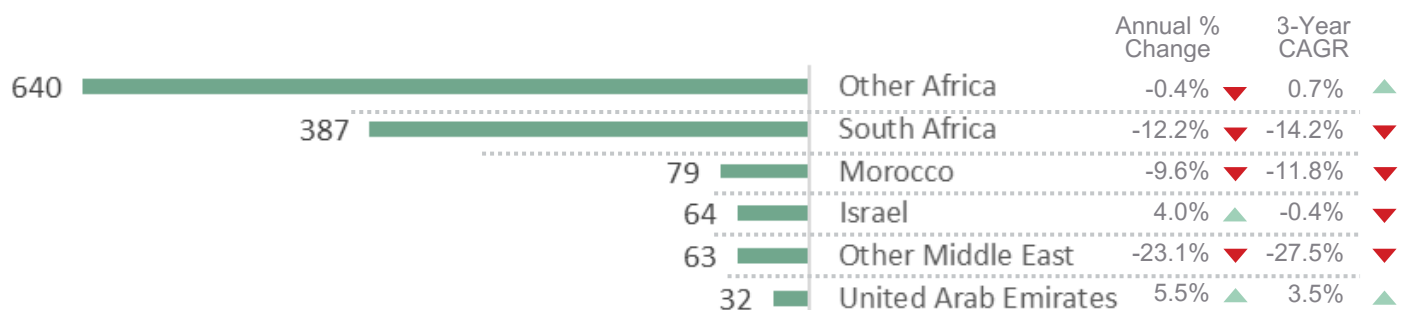
Africa/Middle East Retail Sales in USD (millions)



Regional Sales in 2024: 1,265

Africa/Middle East

-5.9% ▼ -7.8% ▼



Who's Shaping the Direct Selling Industry?

In This Section:

Global Sales Force Size

Key Demographics

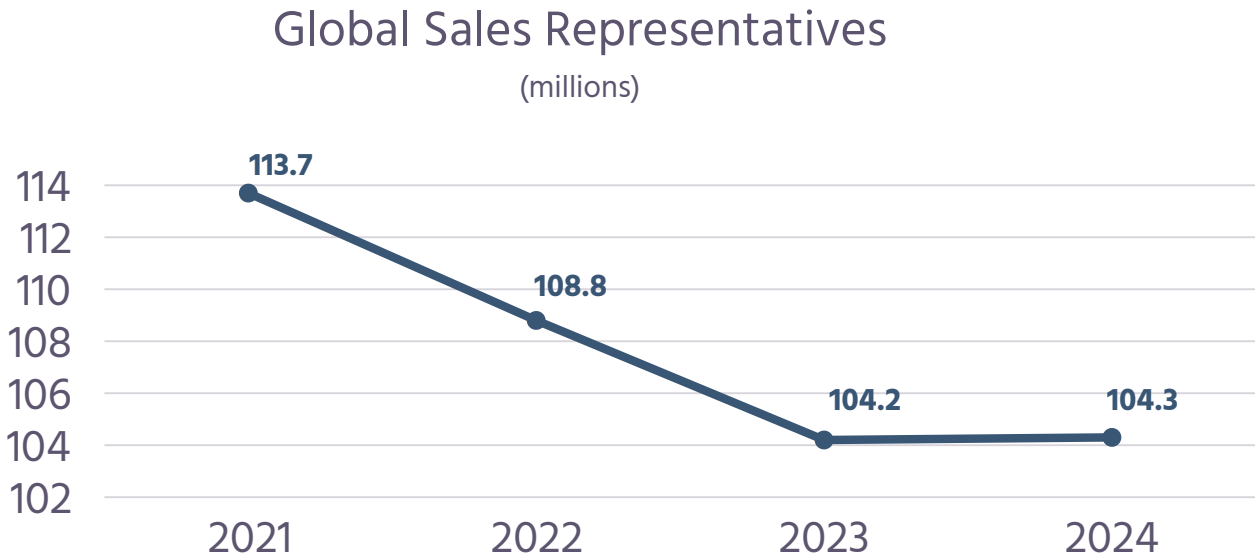
Regional Overview: Sales Force Size

In-Depth: Direct Selling and Aspiring Entrepreneurs



Global Sales Force Size

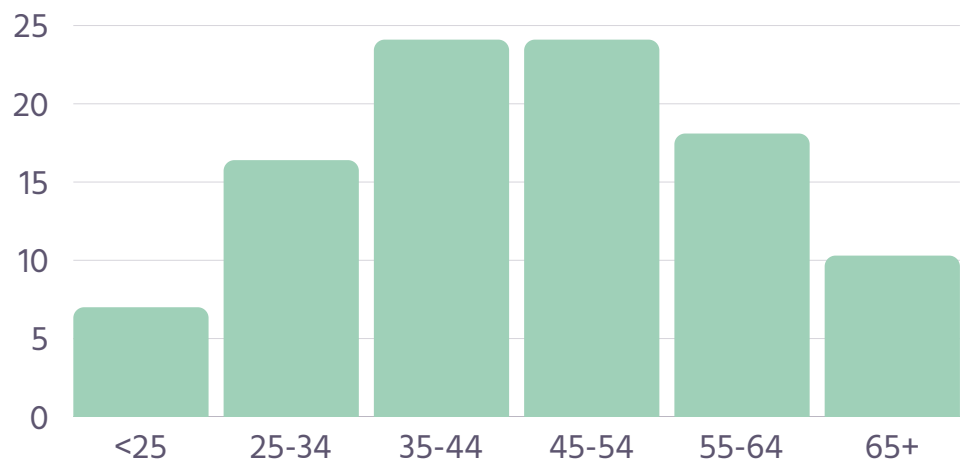
Independent Contractor Numbers Remain Stable: Broadly, global sales force numbers moved with global sales from 2020 to 2024. The number of independent sales representatives increased 4.1% in 2020 to 113.4 million and rose slightly in 2021 by 0.3% to 113.7 million. Subsequently, the number fell by 4.3% in 2022 to 108.9 million and another 4.3% in 2023 to 104.2 million. Like global sales, the number of independent sales representatives remained essentially the same in 2024 at 104.3 million (up 0.1%), providing another sign that the downward trend of the channel in recent years may have leveled off. The number in 2024, however, is 4.2% less than the pre-pandemic sales force of 109.0 million in 2019.



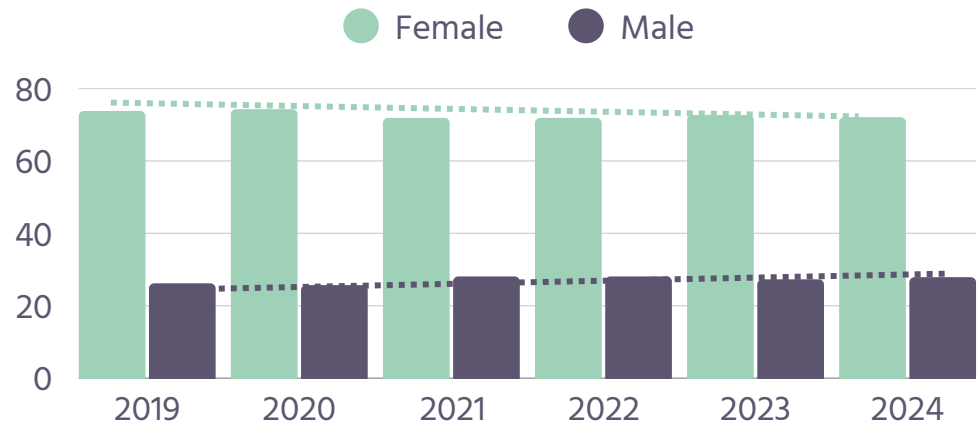
Key Demographics

Currently, about 70% of independent sales representatives are women. After a noticeable drop from 74.3% in 2020 to 71.9% in 2021, the percentage has remained relatively stable. It held steady in 2022, rose slightly to 72.7% in 2023, and dipped again to 72.1% in 2024. Despite these small year-to-year changes, the proportion of women in the sales force from 2021 to 2024 has consistently been lower than in 2019 (73.8%) and 2020 (74.3%), indicating a modest but sustained shift in gender representation over the past few years.

Global Representatives by Age - 2024



Global Representatives by Gender - 2024





Age Is Not Just a Number

Although people of all ages are part of the global independent sales force, some age groups are more common than others. In 2024, very few representatives were under 18 (just 0.1%), and only 6.9% were between 18 and 24. Those aged 25 to 34 accounted for 16.4%. The largest groups were those aged 35 to 44 and 45 to 54, each making up 24.1% of the total. While 18.1% were between 55 and 64, 10.3% were 65 or older. Thus, middle-aged individuals are the most heavily represented, while younger and older age groups are less common.

The age makeup of the global sales force has shifted over the past six years. In the pandemic years of 2019 and 2020, people under 35 accounted for 27% and 30% of the sales force, respectively, but during the post-pandemic years their share steadily declined to 23% in 2024, the lowest percentage for the age group during the six-year period. Those aged 35 to 54 were the largest group during the period, consistently representing around half of the sales force, ranging from 48% to 50%. Meanwhile, the proportion of individuals aged 55 and older, after declining from 23% in 2019 to 22% in 2020 and then to 21% in 2021, grew steadily to 28% in 2024, the highest percentage for the age group during the period.

Regional Overview: Sales Force Size

The Asia/Pacific Region had 62.3 million independent sales representatives in 2024 or 59.8% of the global sales force, followed by the Americas (25.5 million, 24.5% share), Europe (12.9 million, 12.3% share), and Africa/Middle East (3.6 million, 3.4% share). In 2024, the number of representatives increased 3.4% in Asia/Pacific and 1.1% in Europe but fell 5.9% in the Americas and 11.8% in Africa/Middle East. During 2021-2024, the size of the sales force grew in Asia/Pacific (positive 1.3% CAGR) but fell in Europe (negative 6.5% CAGR), the Americas (negative 7.8% CAGR), and in Africa/Middle East (negative 13.1% CAGR).

Region	2024 Number of Representatives (millions)	2024 Share	2024 vs 2023	2024 vs 2021
Asia/Pacific	62.3	59.8%	3.4%	1.3%
Africa/Middle East	3.6	3.4%	-11.8%	-13.1%
Americas	25.5	24.5%	-5.9%	-7.8%
Europe	12.9	12.3%	1.1%	-6.5%



In Depth: Direct Selling and Aspiring Entrepreneurs



Direct Selling: A Gateway to Business Ownership

The Global Entrepreneurship Monitor (GEM) is the world's largest and most comprehensive study of entrepreneurial activity. It provides data and insights on the attitudes, activities, and aspirations of entrepreneurs across countries. The 2024/2025 Global Report highlights key trends that position direct selling as a viable pathway for aspiring entrepreneurs to overcome common barriers.

Risk aversion is climbing

A promising development is the increase in the proportion of countries where more than 40% of adults believe it is easy to start a business — rising from 58% in 2019 to 69% in 2024. However, despite this positive trend, the fear of failure is rising: the percentage of countries where 40% of individuals recognize good business opportunities but do not start a business due to fear of failure increased from 68% in 2019 to 84% in 2024. Direct selling offers a supportive environment that helps ease common concerns about starting a business — particularly the fear of failure. One key advantage is its low barrier to entry, both in terms of cost and experience. Additionally, direct sellers benefit from a unique blend of independence and community. Companies provide robust training, tools, and ongoing support, while representatives share insights, encouragement, and best practices —creating a collaborative ecosystem for success.

Women entrepreneurs face barriers

In 14 out of 51 economies the level of new businesses by men was greater than that by women by more than five percentage points, and experts rate support for women entrepreneurs as inadequate in 25 of 51 countries. Beyond the business support provided by direct selling companies and sales networks, direct selling also offers flexible opportunities that align with the unique needs of women entrepreneurs. Its adaptable structure makes it easier to balance professional ambitions with personal responsibilities, such as caregiving and family commitments—empowering more women to pursue entrepreneurship on their own terms.

Most new entrepreneurs believe in sustainability

In 40 out of 51 countries surveyed, a majority of new business owners believe social and environmental sustainability is more important than profitability. The emphasis on social and environmental sustainability within the direct selling industry aligns strongly with the global shift toward more responsible business practices. This alignment presents a valuable opportunity for direct selling companies to attract purpose-driven entrepreneurs who are motivated not only by profit, but by the desire to make a meaningful impact.

Entrepreneurs lack awareness of AI

Many entrepreneurs have yet to fully grasp the growing influence of artificial intelligence. In 36 out of 49 countries, fewer than 30% of new business owners expect AI to play a very important role over the next several years. As part of their own AI journeys, direct selling companies can extend their educational support to their field by raising awareness of AI and offering practical instruction on how to use AI as a tool in their businesses.

Many Countries Are Still Challenging Business Environments

Most countries have challenging conditions for entrepreneurs. Experts rate 39 of 56 countries have inadequate environments for entrepreneurship. Again, through support of their independent sales representatives — sometimes called independent business owners (IBOs), direct selling companies help them overcome difficult entrepreneurial conditions by:

- Simplifying entry into business ownership
- Providing education and skill development
- Building community and mentorship
- Designing flexible and inclusive business models
- Offering business tools and technology
- Ensuring ethical and transparent practices



By responding to emerging needs and global trends, direct selling is well-positioned to serve as a catalyst for entrepreneurial growth — offering a meaningful and accessible pathway to success for aspiring business owners around the world.

The following table presents a global snapshot of entrepreneurial intentions across 49 countries. It calculates the number of latent entrepreneurs aged 15-64 by multiplying each country's entrepreneurial intention percentage (Source: GEM) with its working age population (Source: World Bank). Latent entrepreneurs are those who are not currently engaged in entrepreneurial activity but who intend to start a business within three years. Key highlights of the data are:

- India leads with the highest number of latent entrepreneurs at approximately 275 million, driven by a large population and a relatively high intention rate (27.8%).
- Brazil and Egypt also show strong entrepreneurial potential, with over 73 million and 28 million latent entrepreneurs respectively.
- Qatar has the highest entrepreneurial intention rate at 60.8%, despite a smaller population, indicating a highly motivated entrepreneurial culture.
- China, while having a low intention rate (4.0%), still has nearly 39 million latent entrepreneurs due to its massive population.
- The global total of latent entrepreneurs is estimated by WFDSA at nearly 1 billion, representing 18.9% of the global working-age population.

This data underscores the vast potential for entrepreneurship worldwide and highlights opportunities for direct selling companies to tap into motivated individuals—especially in countries with high intention rates and supportive demographics.

Number of Latent Entrepreneurs

Country	Entrepreneurial Intentions (%)	Population Ages 15-64	Latent Entrepreneurs
Argentina	17.4	30,150,350	5,246,161
Armenia	36.23	2,034,270	737,016
Austria	5.42	5,981,212	324,182
Belarus	32.4	6,031,557	1,954,224
Bosnia and Herzegovina	29.87	2,048,283	611,822
Brazil	49.85	146,884,644	73,221,995
Canada	21.96	26,874,373	5,901,612
Chile	38.51	13,617,680	5,244,169
China	4.01	976,798,955	39,169,638
Costa Rica	44.9	3,538,385	1,588,735
Croatia	24.65	2,431,478	599,359
Cyprus	24.14	941,447	227,265
Ecuador	34.27	12,187,069	4,176,509
Egypt	39.21	73,289,803	28,736,932
Estonia	15.46	865,244	133,767
France	14.26	42,033,842	5,994,026
Germany	10.55	52,523,588	5,541,239
Greece	7.65	6,528,411	499,423
Guatemala	44.28	11,701,574	5,181,457
Hungary	8.69	6,177,773	536,848
India	27.78	989,967,399	275,012,943
Israel	15.18	5,988,435	909,044
Italy	18.65	37,446,049	6,983,688
Jordan	52.45	7,487,234	3,927,054
Kazakhstan	13.36	12,761,934	1,704,994
Latvia	21.69	1,170,560	253,894
Lithuania	20.22	1,880,919	380,322
Luxembourg	15.8	465,906	73,613
Mexico	20.96	87,993,476	18,443,433
Morocco	15.05	25,220,566	3,795,695
Norway	8.75	3,623,426	317,050
Oman	41.55	3,836,566	1,594,093
Poland	3.06	23,779,135	727,642
Qatar	60.79	2,379,235	1,446,337
Romania	5.99	12,262,203	734,506
Saudi Arabia	35.85	25,850,598	9,267,439
Serbia	18.01	4,150,130	747,438
Slovakia	11.68	3,562,375	416,085
Slovenia	17.47	1,350,486	235,930
South Korea	22.72	36,307,699	8,249,109
Spain	9.44	32,179,918	3,037,784
Sweden	10.32	6,581,488	679,210
Switzerland	10.04	5,874,889	589,839
Thailand	29.26	50,087,170	14,655,506
Ukraine	23.73	25,422,766	6,032,822
United Arab Emirates	40.92	8,932,401	3,655,138
United Kingdom	14.33	43,830,571	6,280,921
United States	13.42	220,210,617	29,552,265
Venezuela	17.01	18,405,026	3,130,695
Subtotal	18.9%	3,121,649,115	588,460,868
World	18.9%	5,300,000,000	999,100,951

Note: Entrepreneurial Intentions (%) equals percentage of 18-64 population (individuals involved in any stage of entrepreneurial activity excluded) who are latent entrepreneurs and who intend to start a business within three years; source for country-specific data at: GEM. Source for population ages 15-64 by country and globally at World Bank.

Sectors, Products and Services

In This Section:

Global Overview: Products and Services

Share of Product Categories by Region

Share of Wellness Products by Market



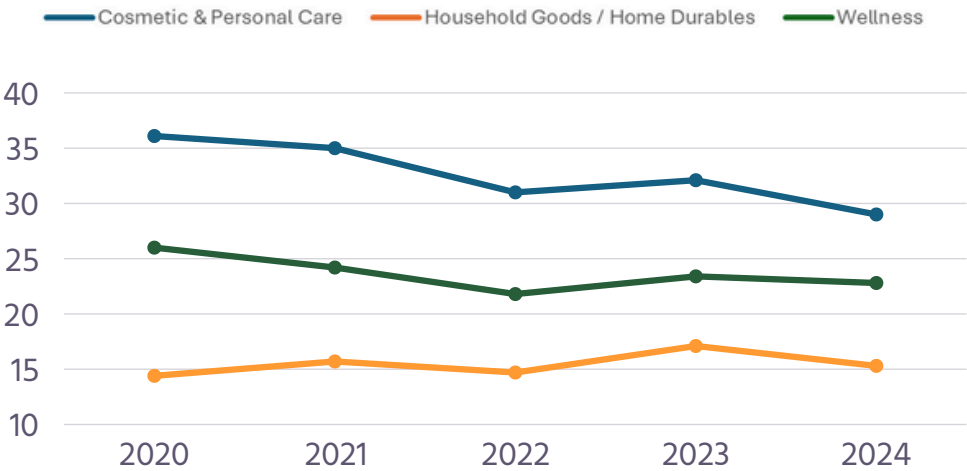
Global Overview: Product and Services

Wellness was the largest product/service category in 2024 with nearly one-third (29.0%) of global sales, followed by Cosmetics & Personal Care (22.8%) and Household Goods & Durables (15.3%). These three categories together accounted for two-thirds (67.1%) of global sales in 2024 and were the three largest categories each year from 2020 to 2024. Their collective share, however, declined during the period from 76.5% in 2020 to 67.1% in 2024.

Global Sales by Category - 2024



Share Trends for 3 Largest Categories



Share of Product Categories by Region

In 2024, the three largest product categories globally were also the leading categories across all regions. Their respective shares, however, varied significantly by region. The Wellness category accounted for 43.2% of sales in Asia/Pacific, compared to 25.4% in the Americas and 17.7% in Europe. The Cosmetics & Personal Care category represented 30.3% of sales in the Americas, but its share was considerably lower in Asia/Pacific at 18.1% and in Europe at 14.2%. The Household Goods & Durables category had its highest share in Asia/Pacific with 22.9%, followed by Europe with 13.3% and the Americas with 11.4%.

Product Sales Shares in 2024 by Region

Category	Global	Asia/Pacific	Americas	Europe
Wellness	29.0%	43.2%	25.4%	17.7%
Cosmetics & Personal Care	22.8%	18.1%	30.3%	14.2%
Household Goods & Durables	15.3%	22.9%	11.4%	13.3%
Other Products & Services	6.1%	2.7%	9.2%	4.7%
Financial Services	5.2%	0.0%	9.5%	3.6%
Clothing & Accessories	4.3%	1.7%	5.6%	5.3%
Utilities	4.1%	0.4%	3.8%	9.2%
Books, Toys, Stationery, Etc.	3.6%	5.0%	1.5%	5.8%
Foodstuffs & Beverages	3.6%	4.1%	1.0%	8.1%
Home Care	3.0%	1.7%	2.3%	6.2%
Home Improvement	3.0%	0.3%	0.0%	12.1%
Total	100%	100%	100%	100%

Key: Overrepresented versus global share
 Similar/comparable to global share
 Underrepresented versus global share

Share of Wellness Products by Market

While Asia/Pacific leads all regions in Wellness Category share, individual markets vary widely — from 89% in Vietnam to 21% in Korea. The Americas, which rank second, also shows significant variation, with shares ranging from 41% in Canada to 4% in Argentina. In Europe, Wellness shares span from 74% in the Netherlands to just 8% in Germany.

Americas

Canada	41%
Mexico	36%
United States	31%
Ecuador	23%
Peru	17%
Chile	7%
Colombia	6%
Brazil	5%
Argentina	4%

Asia/Pacific

Vietnam	89%
Indonesia	68%
Hong Kong	68%
India	64%
Taiwan	63%
Philippines	62%
Singapore	62%
Malaysia	49%
Kazakhstan	47%
Thailand	47%
Australia	35%
Korea	21%

Europe

Netherlands	74%
Sweden	64%
Portugal	59%
Finland	55%
Latvia	55%
Italy	54%
Lithuania	51%
Turkey	45%
Ukraine	45%
Spain	43%
Estonia	38%
Slovakia	38%
Russia	32%
Poland	31%
Czech Republic	25%
France	12%
Germany	8%



Conclusions and Looking Ahead



- **Cautious Optimism for Direct Selling:** Minimal retail sales decline and minor growth in personnel indicate that there is room for measured optimism with direct selling's growth for 2025 and beyond.
- **Regional Movements to Watch:** Markets like Brazil and Malaysia are showing growth within their regions relative to traditional bigger players. Greater cooperation among regions, especially within Asia and between Europe and other regions as a reaction to the current trade news out of the United States could also drive a diversification of retail sales.
- **Recruitment and Independent Contractor Growth:** Greater study in demographic shifts, including declining percentages of women participating overall as well as how to grow interest and appeal with younger generations, is needed to determine how to strategically address shifts for the industry. That said – the industry's high percentage of women relative to other industries is still exceptional. Comparing this number to women's workforce participation overall still yields a positive point.



What to Watch

- **Impact of Tariffs and Economic Slowdowns:** While signs indicate that 2024 may be the “bottom out” year for direct selling, global macroeconomic trends point to uncertainty into 2026, with tariff rules affecting some markets like Canada. Consumer spending has continued to remain steady in most parts of the world but could be affected should economic slowdowns and the impact of tariffs accelerate and lengthen. Layoffs driven by AI and corporate cutbacks may also incentivize recruitment into direct selling to replace lost income or supplement current streams.
- **Regulatory Headwinds:** Multilateral organizations like the International Labour Organization, countries and regional federations like the EU are also taking closer looks at issues that affect the industry going into 2025 and 2026, including influencers, youth targeting, independent contractor status, tighter consumer protection/ manufacturing standards laws and digital commerce. The upcoming renewal of the U.S. – Canada – Mexico Agreement (USMCA) also has the potential to affect direct selling as a small to medium business.
- **Rising Geographic Shifts:** Traditional economic leaders like the United States continue to hold a significant market share of retail sales – however, countries like India are poised for greater takeoff, due to factors including rising entrepreneurship, digital connectivity, growing participation of women in workforces, growing population, and a growing middle class fueling demand for high-quality personal care, wellness, and household products.
- **Effects of Technology and Innovation:** In addition to the effects of AI on workforce development and numbers, growing online/digital advancements and the impact of social media on buying patterns, innovation in fields like wellness, nutrition and personal care could drive greater interest in direct selling products.

Acknowledgements

WFDSA wishes to thank the following for their significant contributions to this year's report.



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Jakob Jackson

Sr. Corporate Development / Global Strategy, Amway
Co-Chair, WFDSA Industry Research Committee



Josephine Mills

WFDSA Operating Group Member
WFDSA Assistant Treasurer



Maureen Paniagua

WFDSA Membership Director



Tim Sanson

VP, Worldwide Sales Strategy & Analytics, Herbalife
Co-Chair, WFDSA Industry Research Committee

**And our Direct Selling Association partners and colleagues
around the world from over 50 countries, whose contributions
make the report possible.**

Additional Charts and Data



Definitions of Multi-Market Reporting Areas

Central America/Caribbean

Costa Rica
Dominican Republic
El Salvador
Guatemala
Honduras
Panama

Other South & Central America

Antigua and Barbuda
Aruba
Barbados
Belize
Cayman Islands
Cuba
Dominica
Grenada
Guyana
Haiti
Jamaica
Nicaragua
Paraguay
Saint Kitts and Nevis
Saint Lucia
Saint Vincent and the
Grenadines
Suriname
The Bahamas
Trinidad and Tobago

Other Middle East

Armenia
Azerbaijan
Bahrain
Iran
Iraq
Jordan
Kuwait
Lebanon
Oman
Palestinian
Territories
Qatar
Saudi Arabia
Syria
Yemen

Other Asia/Pacific

Afghanistan
Bangladesh
Bhutan
Brunei
Cambodia
East Timor
Federated States of Micronesia
Fiji
Kiribati
Kyrgyzstan
Laos
Macau
Maldives
Marshall Islands
Mongolia
Myanmar
Nauru
Nepal
North Korea
Pakistan
Palau
Papua New Guinea
Samoa
Solomon Islands
Sri Lanka
Tajikistan
Tonga
Turkmenistan
Tuvalu
Uzbekistan
Vanuatu

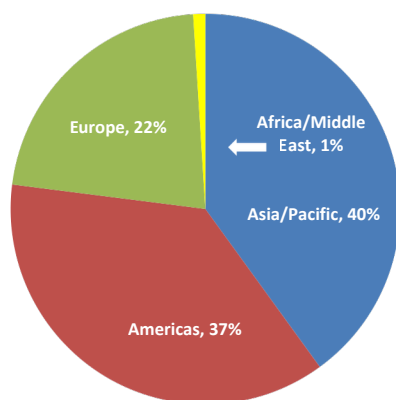
Other Europe

Albania
Andorra
Belarus
Bosnia and
Herzegovina
Georgia
Iceland
Kosovo
Liechtenstein
Macedonia
Moldova
Monaco
Montenegro
San Marino
Serbia

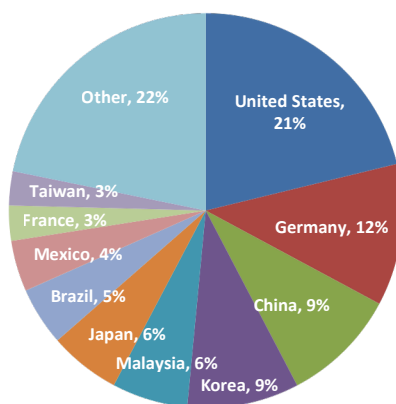
Other Africa

Algeria
Angola
Benin
Botswana
Burkina Faso
Burundi
Cameroon
Cape Verde
Central African Republic
Chad
Comoros
Cote d'Ivoire
Democratic Republic of the Congo
Djibouti
Egypt
Equatorial Guinea
Eritrea
Ethiopia
Gabon
Ghana
Guinea
Guinea-Bissau
Kenya
Lesotho
Liberia
Libya
Madagascar
Malawi
Mali
Mauritania
Mauritius
Mozambique
Namibia
Niger
Nigeria
Republic of the Congo
Rwanda
Sao Tome and Principe
Senegal
Seychelles
Sierra Leone
Somalia
Sudan
South Sudan
Swaziland
Tanzania
The Gambia
Togo
Tunisia
Uganda
Zambia
Zimbabwe

Global Direct Selling - 2024 Retail Sales



Regional Sales



Top 10 Global Markets

Global Industry: \$163,863 (USD millions), Down 0.05% in Constant 2024 USD

Region/Country	2024 Retail Sales (1)		% Sales Change (YOY) in Constant 2024 USD (2)	3-Year CAGR in Constant 2024 USD (2021-2024)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
Global	na	163,863	-0.05% ▼	-1.2%	104,338,049
Asia/Pacific	na	66,058	0.05% ▲	-0.3%	62,342,268
Australia China (5)	1,139	752	1.4% ▲	-15.7%	397,243
Hong Kong India (5)	111,894	15,546	5.0% ▲	-1.1%	3,119,000
Indonesia Japan	2,748	352	-1.0% ▼	-2.6%	239,644
Kazakhstan Korea	295,193	3,528	4.0% ▲	7.0%	8,806,000
Malaysia New Zealand	17,317,000	1,092	-11.3% ▼	-7.3%	8,331,000
Philippines	1,450,200	9,581	-2.9% ▼	-2.5%	2,235,261
Singapore Taiwan	319,698	682	-1.0% ▼	21.8%	2,262,334
Thailand Vietnam	20,539,498	15,065	-3.5% ▼	-2.6%	8,091,124
Other Asia/Pacific (5)	46,667	10,197	2.1% ▲	9.0%	9,609,326
	212	128	11.3% ▲	7.2%	93,801
	48,989	855	-11.4% ▼	-9.7%	2,468,763
	591	442	-1.8% ▼	0.2%	557,894
	146,560	4,564	3.8% ▲	2.4%	3,733,000
	69,867	1,980	-7.1% ▼	-6.4%	10,900,000
	21,608,000	894	-3.9% ▼	-5.3%	695,778
(5)	na	399	9.4% ▲	-1.2%	802,100
Africa/Middle East	na	1,265	-5.9% ▼	-7.8%	3,597,492
Africa	na	1,106	-5.5% ▼	-6.5%	2,383,942
Morocco (5)	784	79	-9.6% ▼	-11.8%	159,100
South Africa	7,093	387	-12.2% ▼	-14.2%	634,293
Other Africa (5)	na	640	-0.4% ▼	0.7%	1,590,549
Middle East	na	158	-8.5% ▼	-15.0%	1,213,550
Israel (5)	236	64	4.0% ▲	-0.4%	15,983
United Arab Emirates (5)	116	32	5.5% ▲	3.5%	974,100
Other Middle East (5)	na	63	-23.1% ▼	-27.5%	223,467
Americas	na	61,189	0.8% ▲	-2.8%	25,520,276
North America	na	36,929	-5.3% ▼	-6.9%	13,305,273
Canada	2,998	2,189	-5.6% ▼	-10.2%	1,125,273
United States	34,740	34,740	-5.2% ▼	-6.6%	12,180,000

Region/Country	2024 Retail Sales (1)		% Sales Change (YOY) in Constant 2024 USD (2)		3-Year CAGR in Constant 2024 USD (2021-2024)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)				
South & Central America	na	24,260	11.7%	▲	5.1%	12,215,003
Argentina (6)	2,160,511	2,362	310.1%	▲	140.5%	648,000
Bolivia (4)	2,417	350	-0.2%	▼	-2.5%	449,210
Brazil	42,272	7,844	6.3%	▲	3.6%	2,751,071
Chile	432,220	458	2.4%	▲	-13.9%	363,287
Colombia	10,352,223	2,541	3.5%	▲	3.9%	2,550,934
Ecuador	925	925	2.4%	▲	1.3%	396,000
Mexico	125,243	6,842	2.6%	▲	2.2%	3,731,000
Peru	8,062	2,148	1.1%	▲	-0.4%	695,685
Uruguay (4)(5)	1,792	45	-4.8%	▼	-11.9%	38,682
Venezuela (7)	na	na	na	na	na	na
Central America/Caribbean (5)	na	718	-2.0%	▼	-0.6%	566,007
Other South & Central America (5)	na	28	-0.3%	▼	-3.9%	25,127
Europe	na	35,352	-1.5%	▼	0.2%	12,878,013
European Union	na	31,315	-2.7%	▼	0.9%	5,432,891
Austria (5)	363	393	9.9%	▲	4.7%	260,718
Belgium (5)	194	210	-2.8%	▼	0.0%	18,486
Bulgaria (5)	215	119	2.5%	▲	8.1%	204,189
Croatia (5)	31	34	28.7%	▲	-5.5%	38,295
Cyprus (5)	7	7	4.8%	▲	-4.9%	8,033
Czech Republic	9,521	410	4.5%	▲	-1.6%	309,569
Denmark (5)	523	76	-9.4%	▼	-5.0%	50,155
Estonia	49	53	-2.0%	▼	-2.7%	37,125
Finland	84	91	-10.0%	▼	-9.5%	41,548
France	4,355	4,714	0.1%	▲	-1.7%	691,221
Germany	17,600	19,050	-3.7%	▼	3.2%	907,634
Greece (5)	93	100	5.7%	▲	-3.8%	67,958
Hungary (5)	62,128	170	-1.3%	▼	-3.8%	330,181
Ireland (4)(5)	26	28	-2.0%	▼	-2.6%	11,080
Italy	2,707	2,930	-1.1%	▼	0.8%	590,000
Latvia	79	86	0.5%	▲	-2.1%	57,202
Lithuania	106	115	1.5%	▲	-0.6%	79,555
Luxembourg (5)	32	35	-6.9%	▼	-7.0%	15,446
Malta (5)	5	5	-1.1%	▼	-18.0%	6,202
Netherlands	111	120	-1.5%	▼	-6.4%	78,228
Poland	4,280	1,075	-6.9%	▼	-4.6%	771,889
Portugal	160	174	-7.5%	▼	-13.6%	140,300
Romania (5)	1,486	323	-4.6%	▼	-4.4%	262,600
Slovakia	169	183	3.4%	▲	-2.9%	169,780
Slovenia (5)	25	27	-5.3%	▼	-0.7%	21,698
Spain	611	661	-4.9%	▼	-8.1%	193,027
Sweden	1,344	127	-12.4%	▼	-13.1%	70,772
Rest of Europe	na	4,037	9.6%	▲	-4.9%	7,445,122
Norway (5)	1,348	125	-5.6%	▼	-9.8%	34,177
Russia	125,831	1,360	16.7%	▲	-5.7%	4,479,073
Switzerland (5)	396	449	2.2%	▲	-1.1%	159,879
Turkey	13,495	411	56.0%	▲	55.6%	1,563,186
Ukraine	7,594	189	8.5%	▲	-3.0%	600,079
United Kingdom (4)(5)	916	1,171	0.8%	▲	-10.5%	331,011
Other Europe (5)	na	330	-4.5%	▼	-11.8%	277,717

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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 2023 and 2024 are expressed in US Constant 2024 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.

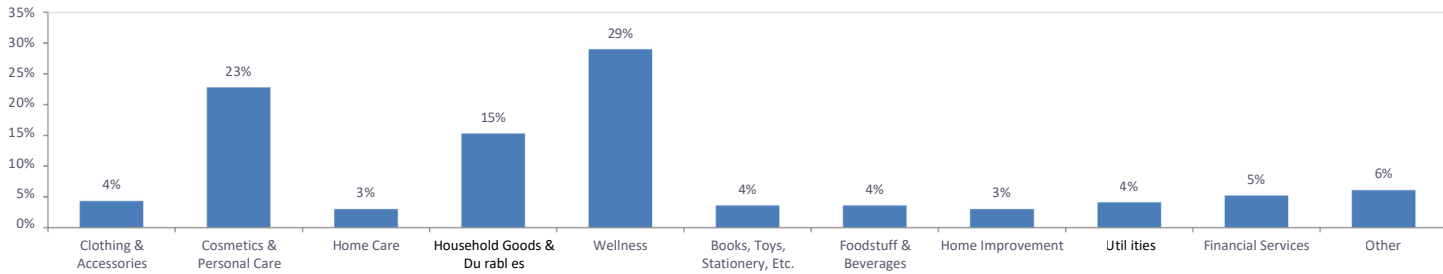
(4) Figures are based only on DSA member companies and not the entire industry.

(5) WFDSA research estimate

(6) Argentina was a highly inflationary market in 2024, with an inflation rate of 220%, according to the IMF.

(7) Based on the 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.

Global Sales by Product Category - 2024



2024 Retail Sales by Product Category

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
Global	4%	23%	3%	15%	29%	4%	4%	3%	4%	5%	6%
Asia/Pacific	2%	18%	2%	23%	43%	5%	4%	0%	0%	0%	3%
Australia	10%	40%	15%	0%	35%	0%	0%	0%	0%	0%	0%
China	na	na	na	na	na	na	na	na	na	na	na
Hong Kong	0%	25%	1%	6%	68%	0%	0%	0%	0%	0%	0%
India	3%	24%	2%	4%	64%	0%	2%	0%	0%	0%	2%
Indonesia	3%	16%	1%	9%	68%	0%	2%	0%	0%	0%	1%
Japan	na	na	na	na	na	na	na	na	na	na	na
Kazakhstan	1%	37%	9%	3%	47%	0%	2%	0%	0%	0%	2%
Korea	0%	16%	1%	40%	21%	13%	7%	0%	1%	0%	1%
Malaysia	4%	13%	1%	26%	49%	1%	3%	1%	0%	0%	2%
New Zealand	na	na	na	na	na	na	na	na	na	na	na
Philippines	2%	17%	2%	8%	62%	0%	3%	0%	0%	0%	6%
Singapore	4%	21%	2%	10%	62%	0%	1%	0%	0%	0%	0%
Taiwan	0%	26%	0%	0%	63%	0%	0%	0%	0%	0%	9%
Thailand	1%	26%	3%	7%	47%	0%	11%	0%	0%	0%	6%
Vietnam Other	0%	6%	0%	0%	89%	0%	0%	0%	0%	0%	5%
Asia/Pacific	na	na	na	na	na	na	na	na	na	na	na

2024 Retail Sales by Product Category, continued

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
Africa/Middle East	na	na	na	na	na	na	na	na	na	na	na
Africa	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	7%	45%	1%	13%	33%	0%	0%	0%	0%	1%	0%
Other Africa	na	na	na	na	na	na	na	na	na	na	na
Middle East	na	na	na	na	na	na	na	na	na	na	na
Israel United Arab	na	na	na	na	na	na	na	na	na	na	na
Emirates Other	na	na	na	na	na	na	na	na	na	na	na
Middle East	na	na	na	na	na	na	na	na	na	na	na
Americas	6%	30%	2%	11%	25%	2%	1%	0%	4%	10%	9%
North America	5%	11%	1%	12%	31%	2%	1%	0%	6%	15%	15%
Canada	2%	33%	2%	15%	41%	3%	2%	0%	2%	0%	0%
United States	5%	10%	1%	12%	31%	2%	1%	0%	7%	16%	16%
South & Central America	7%	61%	4%	10%	16%	0%	1%	0%	0%	0%	1%
Argentina	1%	72%	6%	18%	4%	0%	0%	0%	0%	0%	0%
Bolivia	na	na	na	na	na	na	na	na	na	na	na
Brazil	3%	78%	8%	6%	5%	0%	0%	0%	0%	0%	0%
Chile	4%	76%	10%	3%	7%	0%	0%	0%	0%	0%	0%
Colombia	26%	47%	3%	7%	6%	0%	9%	0%	0%	0%	3%
Ecuador	7%	59%	1%	7%	23%	0%	0%	0%	0%	0%	3%
Mexico	5%	43%	0%	16%	36%	0%	0%	0%	0%	0%	0%
Peru	17%	61%	0%	4%	17%	0%	0%	0%	0%	0%	na
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
Europe	5%	14%	6%	13%	18%	6%	8%	12%	9%	4%	5%
European Union	6%	12%	6%	14%	17%	6%	9%	13%	10%	4%	5%
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 Czech	na	na	na	na	na	na	na	na	na	na	na
Republic	3%	33%	2%	30%	25%	1%	3%	0%	0%	0%	3%
Denmark	na	na	na	na	na	na	na	na	na	na	na
Estonia	2%	39%	8%	12%	38%	0%	1%	0%	0%	0%	0%
Finland	0%	35%	8%	1%	55%	0%	1%	0%	0%	0%	0%
France	6%	9%	6%	15%	12%	1%	1%	38%	10%	0%	2%
Germany	7%	10%	8%	13%	8%	9%	11%	9%	12%	6%	7%
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	na	na	na	na	na	na	na	11%	na	na	0%
Italy	0%	8%	1%	6%	54%	2%	12%	0%	6%	0%	0%
Latvia	1%	34%	6%	2%	55%	1%	1%	0%	0%	0%	0%
Lithuania	1%	40%	5%	2%	51%	0%	1%	na	0%	0%	na
Luxembourg	na	na	na	na	na	na	na	na	na	na	na
Malta	na	na	na	na	na	na	na	na	na	na	na
Netherlands	1%	22%	1%	1%	74%	0%	0%	0%	0%	0%	1%
Poland	1%	24%	0%	40%	31%	0%	2%	1%	0%	0%	1%
Portugal	2%	36%	1%	1%	59%	0%	0%	0%	0%	0%	1%
Romania	na	na	na	na	na	na	na	na	na	na	na
Slovakia	4%	48%	3%	2%	38%	0%	2%	1%	0%	0%	2%
Slovenia	na	na	na	na	na	na	na	na	na	na	na
Spain	1%	38%	6%	11%	43%	0%	0%	0%	1%	0%	0%
Sweden	0%	27%	3%	1%	64%	2%	2%	0%	0%	0%	0%
Rest of Europe	na	na	na	na	na	na	na	na	na	na	na
Norway	na	na	na	na	na	na	na	na	na	na	na
Russia	2%	50%	0%	14%	32%	0%	0%	0%	0%	0%	2%
Switzerland	na	na	na	na	na	na	na	na	na	na	na
Turkey	0%	44%	7%	3%	45%	1%	1%	0%	0%	0%	0%
Ukraine	1%	47%	5%	2%	45%	0%	0%	0%	0%	0%	0%
United Kingdom	na	na	na	na	na	na	na	na	na	na	na
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: 2024 Retail Sales

Excl.VAT

Countries	2024 Sales (1)			2024 - Individuals active in direct selling(3)	
	Local currency (millions)	USD (2) (millions)	% Sales changes with 2023	Number	% of women
Australia (4)	1139	752	1.4% ▲	397243	84%
China (4)	111894	15546	5.0% ▲	3119000	NA
Hong Kong	2748	352	-1.0% ▼	239644	73%
India	295193	3528	4.0% ▲	8806000	44%
Indonesia (4)	17317000	1092	-11.3% ▼	8331000	73%
Japan	1450200	9581	-2.9% ▼	2235261	82%
Kazakhstan	319698	682	-1.0% ▼	2262334	86%
Korea	20539498	15065	-3.5% ▼	8091124	79%
Malaysia	46667	10197	2.1% ▲	9609326	60%
New Zealand (4)	212	128	11.3% ▲	93801	NA
Philippines	48989	855	-11.4% ▼	2468763	74%
Singapore	591	442	-1.8% ▼	557894	70%
Taiwan	146560	4564	3.8% ▲	3733000	71%
Thailand	69867	1980	-7.1% ▼	10900000	73%
Vietnam	21608000	894	-3.9% ▼	695778	NA
Other Asia/Pacific (4)		399	9.4% ▲	802100	NA
Total		66058	0.05% ▲	62342268	68%

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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) 2024 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:

2024 Retail Sales

Excl.VAT

Countries	2024 Sales (1)			2024 - Individuals active in direct selling(3)	
	Local currency (millions)	USD (2) (millions)	% Sales changes with 2023	Number	% of women
Morocco (4)	784	79	-9.6% ▼	159100	NA
South Africa	7093	387	-12.2% ▼	634293	81%
Other Africa (4)		640	-0.4% ▼	1590549	NA
Total Africa		1106	-5.5% ▼	2383942	NA
Israel (4)	236	64	4.0% ▲	15983	NA
United Arab Emirates (4)	116	32	5.5% ▲	974100	NA
Other Middle East (4)		63	-23.1% ▼	223467	NA
Total Middle East		158	-8.5% ▼	1213550	NA
Total		1265	-5.9% ▼	3597492	NA

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(2) 2024 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: 2024 Retail Sales

Excl.VAT

Countries	2024 Sales (1)			2024 - Individuals active in directselling(3)	
	Local currency (millions)	USD (2) (millions)	% Sales changes with 2023	Number	% of women
Canada	2998	2189	-5.6% ▼	1125273	86%
United States	34740	34740	-5.2% ▼	12180000	73%
Total		36929	-5.3% ▼	13305273	75%

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©Copyright WFDSA 2025 (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) 2024 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:

2024 Retail Sales

Excl. VAT

Countries	2024 Sales (1)			2024 - Individuals active in direct selling(3)	
	Local currency (millions)	USD (2) (millions)	% Sales changes with 2023	Number	% of women
Argentina (4)	2160511	2362	310% ▲	648000	95%
Bolivia (5)	2417	350	-0.2% ▼	449210	NA
Brazil	42272	7844	6.3% ▲	2751071	85%
Chile	432220	458	2.4% ▲	363287	82%
Colombia	10352223	2541	3.5% ▲	2550934	83%
Ecuador	925	925	2.4% ▲	396000	81%
Mexico	125243	6842	2.6% ▲	3731000	73%
Peru	8062	2148	1.1% ▲	695685	82%
Uruguay (5)(6)	1792	45	-4.8% ▼	38682	NA
Venezuela (7)					NA
Central America/Caribbean (6)		718	-2.0% ▼	566007	NA
Other South and Central America (6)		28	-0.3% ▼	25127	NA
Total		24260	11.7% ▲	12215003	81%

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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) 2024 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 was a highly inflationary market in 2024, with an inflation rate of 220%, 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 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: 2024 Retail Sales

Countries	2024 Sales (1)			2024 - Individuals active in direct selling (3)	
	Local currency (millions)	EURO (2) (millions)	% Sales changes with 2023	Number	% of women
Austria (4)	363	363	9.9% ▲	260718	NA
Belgium (4)	194	194	-2.8% ▼	18486	NA
Bulgaria (4)	215	110	2.5% ▲	204189	NA
Croatia (4)	31	31	28.7% ▲	38295	NA
Cyprus (4)	7	7	4.8% ▲	8033	NA
Czech Rep	9521	379	4.5% ▲	309569	88%
Denmark (4)	523	70	-9.4% ▼	50155	NA
Estonia	49	49	-2.0% ▼	37125	90%
Finland	84	84	-10.0% ▼	41548	83%
France	4355	4355	0.1% ▲	691221	81%
Germany	17600	17600	-3.7% ▼	907634	52%
Greece (4)	93	93	5.7% ▲	67958	NA
Hungary (4)	62128	157	-1.3% ▼	330181	NA
Ireland (4)(5)	26	26	-2.0% ▼	11080	NA
Italy	2707	2707	-1.1% ▼	590000	74%
Latvia	79	79	0.5% ▲	57202	90%
Lithuania	106	106	1.5% ▲	79555	91%
Luxembourg (4)	32	32	-6.9% ▼	15446	NA
Malta (4)	5	5	-1.1% ▼	6202	NA
Netherlands	111	111	-1.5% ▼	78228	80%
Poland	8121	4280	-6.9% ▼	1764121	170%
Portugal	160	160	-7.5% ▼	140300	79%
Romania (4)	1486	299	-4.6% ▼	262600	NA
Slovakia	169	169	3.4% ▲	169780	87%
Slovenia (4)	25	25	-5.3% ▼	21698	NA
Spain	611	611	-4.9% ▼	193027	81%
Sweden	1344	118	-12.4% ▼	70772	90%
Total EU		32218	-3.2% ▼	5432891	76%
Kazakhstan	319698	630	-1.0% ▼	2262334	86%
Norway (4)	1348	116	-5.6% ▼	34177	NA
Russia	125831	1253	16.7% ▲	4479073	88%
Switzerland (4)	396	415	2.2% ▲	159879	NA
Turkey	13495	380	56.0% ▲	1563186	83%
Ukraine	7594	175	8.5% ▲	600079	78%
UK (4)(5)	916	1082	0.8% ▲	331011	NA
Others (4)		305	-4.5% ▼	277717	NA
Total		36574	-2.0% ▼	15140347	83%

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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) 2024 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.

WFDSA**STATS**

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