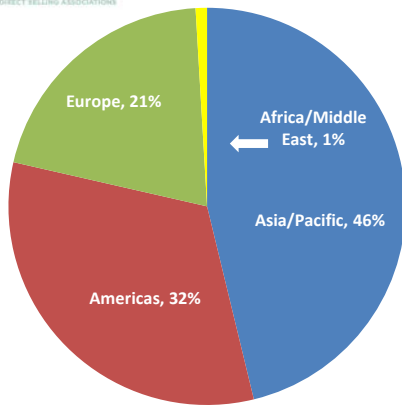




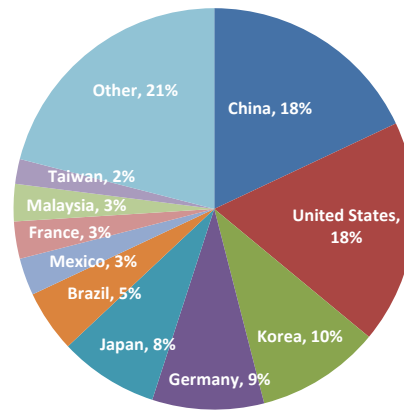
Global Direct Selling - 2018 Retail Sales

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Regional Sales



Top 10 Global Markets

Global Industry: \$192,949 (USD millions), Up 1.2% in Constant 2018 USD

Region/Country	2018 Retail Sales (1)		% Sales Change (YOY) in Constant 2018 USD (2)	3-Year CAGR in Constant 2018 USD (2015-18)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
Global	na	192,949	1.2% ▲	1.7%	118,408,732
Asia/Pacific	na	89,168	1.8% ▲	1.9%	69,725,723
Australia	1,741	1,301	-5.3% ▼	-4.1%	463,000
China (5)	236,402	35,732	2.0% ▲	2.3%	5,580,000
Hong Kong	2,927	373	10.0% ▲	0.4%	211,211
India	103,784	1,518	5.1% ▲	10.9%	5,362,202
Indonesia	20,710,000	1,455	9.3% ▲	13.1%	19,800,000
Japan	1,723,500	15,608	0.2% ▲	-1.0%	3,257,663
Kazakhstan	130,627	379	7.0% ▲	24.0%	907,273
Korea	19,859,000	18,044	2.4% ▲	1.8%	8,699,339
Malaysia	21,333	5,287	0.6% ▲	3.7%	4,250,000
New Zealand	200	138	-17.3% ▼	-12.2%	109,925
Philippines	72,255	1,372	9.3% ▲	8.6%	5,382,906
Singapore	521	386	5.6% ▲	0.6%	327,000
Taiwan	117,439	3,894	-0.6% ▼	3.2%	2,865,000
Thailand	93,067	2,880	-1.9% ▼	0.2%	11,102,209
Vietnam	12,813,000	567	30.0% ▲	9.7%	1,246,195
Other Asia/Pacific (5)	na	233	4.0% ▲	2.7%	161,800
Africa/Middle East	na	1,786	1.4% ▲	6.4%	3,348,675
Africa	na	1,540	1.1% ▲	6.3%	2,220,399
Morocco (5)	1,191	127	3.0% ▲	3.0%	295,523
South Africa	10,998	831	-6.6% ▼	3.1%	1,207,276
Other Africa (5)	na	583	14.0% ▲	12.6%	717,600
Middle East	na	246	3.5% ▲	6.8%	1,128,276
Israel (5)	225	63	15.0% ▲	4.1%	28,241
United Arab Emirates (5)	63	17	-5.0% ▼	22.1%	863,935
Other Middle East (5)	na	166	0.6% ▲	6.7%	236,100
Americas	na	62,438	1.5% ▲	0.5%	30,971,615
North America	na	37,297	1.1% ▲	-0.6%	17,777,000
Canada	2,523	1,947	-2.4% ▼	1.5%	1,237,000
United States	35,350	35,350	1.3% ▲	-0.7%	16,540,000

Region/Country	2018 Retail Sales (1)		% Sales Change (YOY) in Constant 2018 USD (2)	3-Year CAGR in Constant 2018 USD (2015-18)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
South & Central America	na	25,140	2.0% ▲	2.3%	13,194,615
Argentina (6)	45,323	1,613	23.1% ▲	33.4%	898,000
Bolivia (4)	2,466	357	3.4% ▲	2.3%	329,310
Brazil	37,260	10,198	-1.5% ▼	-1.3%	3,820,000
Chile	442,148	689	6.7% ▲	5.6%	432,545
Colombia	7,357,000	2,489	4.3% ▲	1.7%	2,276,225
Ecuador	1,197	1,197	0.4% ▲	7.8%	913,280
Mexico	112,864	5,865	1.3% ▲	2.3%	2,770,000
Peru	6,130	1,880	8.1% ▲	5.2%	762,030
Uruguay (4)(5)	2,666	87	9.6% ▲	5.6%	102,595
Venezuela (7)	na	na	na na	na	na
Central America/Caribbean (5)	na	736	-5.0% ▼	-2.5%	862,730
Other South & Central America (5)	na	30	2.0% ▲	3.0%	27,900
Europe	na	39,558	-0.3% ▼	2.7%	14,362,719
European Union	na	35,204	-0.1% ▼	2.4%	6,858,558
Austria (5)	254	300	1.5% ▲	1.2%	299,284
Belgium (5)	184	217	-5.0% ▼	-2.2%	41,470
Bulgaria (5)	159	96	6.7% ▲	3.3%	207,090
Croatia (5)	275	44	1.9% ▲	-2.3%	36,469
Cyprus (5)	7	9	1.1% ▲	-1.1%	8,790
Czech Republic	7,668	353	9.5% ▲	6.1%	337,097
Denmark	599	95	3.6% ▲	3.9%	66,967
Estonia	49	58	2.1% ▲	3.5%	45,100
Finland	151	178	-15.1% ▼	-6.9%	75,890
France	4,562	5,385	3.0% ▲	3.3%	698,378
Germany	14,843	17,520	0.2% ▲	2.7%	889,004
Greece (5)	118	139	0.0% ▬	-4.5%	132,444
Hungary	59,960	222	11.8% ▲	2.1%	521,701
Ireland (5)	44	52	5.7% ▲	5.9%	25,270
Italy	2,805	3,311	-2.0% ▼	2.0%	544,000
Latvia	65	77	5.0% ▲	4.5%	62,900
Lithuania	84	99	5.0% ▲	5.8%	82,500
Luxembourg	40	47	-7.0% ▼	-1.2%	2,500
Malta (5)	10	11	-1.0% ▼	3.6%	8,690
Netherlands	123	145	-2.6% ▼	-1.0%	99,008
Poland	4,289	1,188	4.5% ▲	2.3%	880,000
Portugal	229	271	3.0% ▲	-0.5%	183,882
Romania (5)	1,770	449	12.2% ▲	10.4%	420,805
Slovakia	164	194	5.7% ▲	6.2%	203,734
Slovenia	20	23	-6.9% ▼	-2.0%	18,914
Spain	764	902	-1.2% ▼	2.1%	248,965
Sweden	2,149	247	-1.9% ▼	-3.3%	154,586
United Kingdom	2,680	3,575	-7.6% ▼	0.4%	563,120
Rest of Europe	na	4,353	-1.4% ▼	6.1%	7,504,161
Norway (5)	1,371	169	-10.0% ▼	3.4%	80,200
Russia	155,933	2,488	-5.0% ▼	6.1%	4,721,663
Switzerland (5)	325	332	7.0% ▲	2.0%	158,615
Turkey (5)	2,824	585	5.8% ▲	10.8%	1,387,000
Ukraine	9,151	336	11.4% ▲	8.1%	805,643
Other Europe (5)	na	443	0.0% ▬	3.2%	351,040

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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 2017 and 2018 are expressed in US Constant 2018 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 is a highly inflationary market. In 2018, inflation increased 34% and real GDP fell 3%, according to the IMF.

(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.