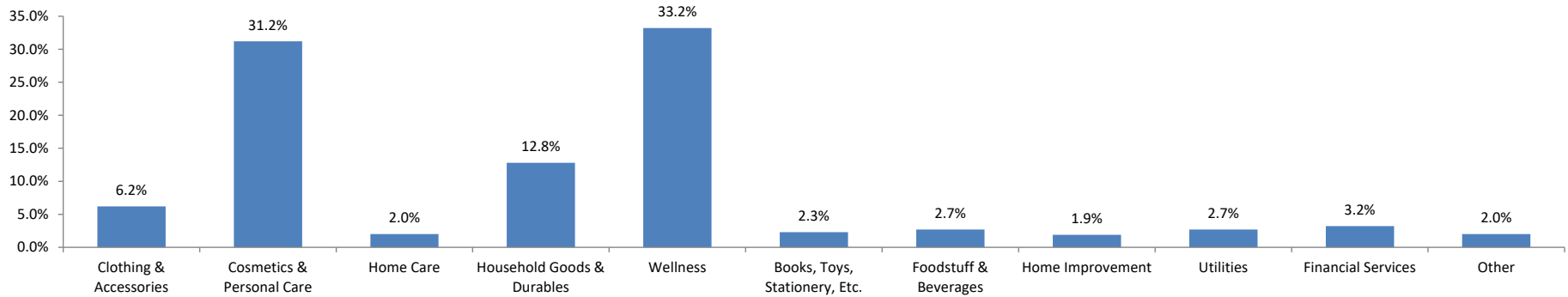




# Global Sales by Product Category - 2018

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## 2018 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
<b>Global</b>	6.2%	31.2%	2.0%	12.8%	33.2%	2.3%	2.7%	1.9%	2.7%	3.2%	2.0%
<b>Asia/Pacific</b>	3.4%	29.0%	1.1%	12.9%	41.2%	3.2%	4.5%	1.4%	0.4%	0.0%	2.9%
Australia	3.2%	25.8%	4.0%	15.7%	44.0%	2.3%	1.2%	0.0%	3.2%	0.0%	0.6%
China	na	na	na	na	na	na	na	na	na	na	na
Hong Kong	0.0%	27.6%	1.1%	6.1%	62.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%
India	0.9%	34.4%	0.0%	9.6%	55.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Indonesia	na	na	na	na	na	na	na	na	na	na	na
Japan	5.3%	38.7%	0.0%	18.5%	23.7%	2.9%	0.0%	4.3%	0.0%	0.0%	6.6%
Kazakhstan	6.0%	58.0%	3.0%	4.0%	21.0%	0.0%	7.0%	0.0%	0.0%	0.0%	1.0%
Korea	1.0%	26.0%	1.0%	10.0%	46.0%	5.0%	9.0%	0.0%	1.0%	0.0%	1.0%
Malaysia	5.0%	17.0%	1.0%	16.0%	52.0%	3.0%	5.0%	1.0%	0.0%	0.0%	0.0%
New Zealand	13.0%	18.1%	0.5%	11.9%	38.6%	2.1%	0.6%	10.4%	2.1%	0.1%	2.6%
Philippines	7.6%	20.9%	1.2%	9.8%	59.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Singapore	7.0%	16.0%	4.0%	17.0%	56.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Taiwan	6.0%	23.0%	5.0%	8.0%	58.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thailand	0.1%	27.0%	1.0%	7.9%	52.6%	4.4%	0.3%	0.0%	0.0%	0.0%	6.7%
Vietnam	0.0%	22.0%	0.0%	0.0%	0.0%	0.0%	72.0%	0.0%	0.0%	0.0%	6.0%
Other Asia/Pacific	na	na	na	na	na	na	na	na	na	na	na

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	11.0%	39.0%	1.0%	22.0%	17.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%
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>	8.4%	34.6%	2.3%	12.1%	26.7%	1.7%	1.0%	0.0%	5.1%	6.7%	1.6%
<b>North America</b>	7.5%	16.7%	1.6%	13.3%	35.3%	2.7%	1.1%	0.0%	8.4%	11.0%	2.4%
Canada	4.5%	36.8%	0.9%	17.3%	30.7%	2.0%	1.7%	0.0%	6.1%	0.0%	0.0%
United States	7.7%	15.6%	1.6%	13.1%	35.6%	2.7%	1.1%	0.0%	8.5%	11.6%	2.5%
<b>South &amp; Central America</b>	9.8%	62.0%	3.4%	10.2%	13.3%	0.1%	0.7%	0.0%	0.0%	0.0%	0.5%
Argentina	3.2%	72.1%	1.9%	17.9%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bolivia	5.5%	50.2%	0.0%	10.0%	28.7%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%
Brazil	4.5%	74.8%	7.1%	7.5%	4.6%	0.3%	0.3%	0.0%	0.0%	0.0%	0.9%
Chile	4.9%	81.0%	6.7%	0.4%	6.2%	0.1%	0.1%	0.0%	0.0%	0.0%	0.6%
Colombia	34.0%	43.0%	1.0%	7.0%	9.0%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%
Ecuador	20.0%	57.0%	0.0%	3.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mexico	6.0%	46.0%	0.0%	18.0%	30.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peru	20.0%	57.0%	0.0%	6.0%	17.0%	0.0%	0.0%	0.0%	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>	6.3%	25.6%	3.9%	14.0%	32.6%	2.1%	3.5%	9.4%	1.4%	0.0%	1.2%
<b>European Union</b>	5.8%	21.8%	3.1%	15.9%	33.0%	2.5%	4.1%	11.1%	1.7%	0.0%	1.0%
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	0.8%	32.5%	12.1%	30.8%	20.8%	0.0%	2.7%	0.0%	0.0%	0.0%	0.3%
Denmark	0.0%	30.0%	1.0%	4.0%	60.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%
Estonia	4.0%	45.0%	8.0%	18.0%	24.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Finland	1.4%	31.7%	4.7%	14.3%	46.7%	0.0%	0.9%	0.0%	0.0%	0.0%	0.3%
France	11.0%	8.0%	5.0%	30.0%	11.0%	1.0%	2.0%	30.0%	2.0%	0.0%	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	3.0%	40.0%	5.0%	8.0%	43.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Ireland	na	na	na	na	na	na	na	na	na	na	na
Italy	0.0%	8.8%	1.8%	8.2%	58.3%	5.5%	14.8%	2.6%	0.0%	0.0%	0.0%
Latvia	4.0%	47.0%	8.0%	5.0%	34.0%	0.0%	1.0%	0.0%	0.0%	0.0%	1.0%
Lithuania	3.0%	55.0%	7.0%	5.0%	29.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Luxembourg	70.0%	0.0%	5.0%	20.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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
Malta	na	na	na	na	na	na	na	na	na	na	na
Netherlands	1.0%	22.0%	1.0%	1.0%	58.0%	1.0%	0.0%	0.0%	14.0%	0.0%	2.0%
Poland	5.0%	52.0%	2.0%	13.0%	21.0%	2.0%	2.0%	1.0%	1.0%	0.0%	1.0%
Portugal	8.0%	51.0%	1.0%	1.0%	39.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Romania	na	na	na	na	na	na	na	na	na	na	na
Slovakia	1.2%	42.0%	2.6%	25.2%	29.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Slovenia	1.0%	32.0%	8.0%	2.0%	57.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spain	na	na	na	na	na	na	na	na	na	na	na
Sweden	0.8%	31.9%	3.5%	4.1%	55.8%	2.1%	1.7%	0.1%	0.0%	0.0%	0.0%
United Kingdom	4.7%	36.1%	0.7%	4.7%	43.4%	3.3%	0.0%	0.0%	3.1%	0.2%	3.8%
<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	9.1%	43.6%	8.8%	4.1%	32.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Switzerland	na	na	na	na	na	na	na	na	na	na	na
Turkey	na	na	na	na	na	na	na	na	na	na	na
Ukraine	5.0%	65.4%	6.5%	2.7%	18.8%	0.8%	0.5%	0.0%	0.0%	0.0%	0.3%
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, South Africa and 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.