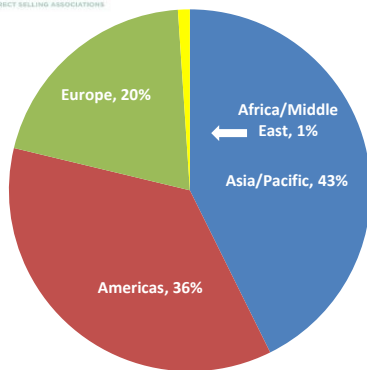




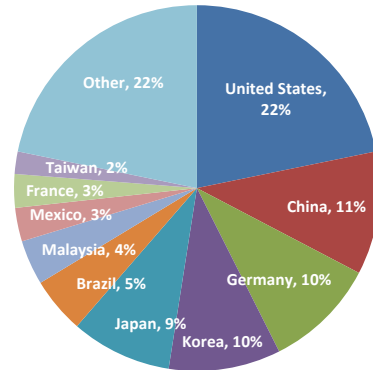
## Global Direct Selling - 2020 Retail Sales

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Regional Sales



Top 10 Global Markets

**Global Industry: \$179,300 (USD millions), Up 2.3% in Constant 2020 USD**

Region/Country	2020 Retail Sales (1)		% Sales Change (YOY) in Constant 2020 USD (2)	3-Year CAGR in Constant 2020 USD (2017-2020)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
<b>Global</b> (4)	na	179,300	2.3% ▲	-0.1%	125,397,538
<b>Asia/Pacific</b>	na	76,516	-3.6% ▼	-3.7%	69,550,575
Australia	1,835	1,263	8.0% ▲	-0.1%	478,734
China (5)	132,380	19,183	-20.0% ▼	-17.0%	3,590,000
Hong Kong	2,949	380	-1.1% ▼	3.5%	258,566
India	223,683	3,019	28.3% ▲	17.6%	7,431,848
Indonesia	23,586,743	1,618	4.2% ▲	7.6%	17,570,000
Japan	1,645,500	15,411	-3.4% ▼	-1.5%	2,751,353
Kazakhstan	175,611	425	28.7% ▲	12.9%	1,471,637
Korea	20,947,000	17,748	1.6% ▲	2.6%	8,171,692
Malaysia	29,333	6,978	15.8% ▲	11.4%	4,039,438
New Zealand	214	139	1.8% ▲	-4.0%	108,255
Philippines	70,012	1,411	-7.9% ▼	1.9%	6,407,807
Singapore	574	416	13.5% ▲	5.2%	496,627
Taiwan	132,000	4,462	5.8% ▲	3.8%	3,900,000
Thailand	92,400	2,953	-1.1% ▼	-0.9%	11,000,000
Vietnam	18,653,000	804	22.4% ▲	24.4%	832,385
Other Asia/Pacific (7)	na	307	14.5% ▲	11.0%	1,042,233
<b>Africa/Middle East</b>	na	1,891	4.0% ▲	6.0%	7,628,521
<b>Africa</b>	na	1,624	3.5% ▲	6.4%	6,345,580
Morocco (7)	1,227	129	0.0% ▬	2.0%	298,478
South Africa	11,018	669	-5.5% ▼	-2.2%	1,428,211
Other Africa (7)	na	825	12.9% ▲	17.3%	4,618,891
<b>Middle East</b>	na	267	6.8% ▲	3.6%	1,282,941
Israel (7)	298	87	15.0% ▲	15.0%	37,349
United Arab Emirates	68	19	26.9% ▲	1.0%	906,200
Other Middle East (7)	na	161	1.1% ▲	-0.7%	339,392
<b>Americas</b>	na	64,691	10.6% ▲	3.9%	33,689,372
<b>North America</b>	na	43,192	14.7% ▲	4.8%	18,056,000
Canada	4,147	3,092	26.0% ▲	5.0%	1,386,000
United States	40,100	40,100	13.9% ▲	4.7%	16,670,000

Region/Country	2020 Retail Sales (1)		% Sales Change (YOY) in Constant 2020 USD (2)	3-Year CAGR in Constant 2020 USD (2017-2020)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
<b>South &amp; Central America</b>	na	21,499	3.3% ▲	2.3%	15,633,372
Argentina (8)	103,541	1,468	90.3% ▲	41.2%	1,079,000
Bolivia (6)	2,584	374	10.2% ▲	2.7%	379,300
Brazil	42,542	8,252	10.5% ▲	4.0%	5,290,124
Chile	450,575	568	7.2% ▲	2.8%	552,156
Colombia	7,350,847	1,989	-0.5% ▼	1.4%	2,565,799
Ecuador	889	889	-23.1% ▼	-9.3%	808,000
Mexico	113,372	5,277	-2.0% ▼	0.6%	3,300,000
Peru	6,663	1,956	-16.5% ▼	-3.8%	768,639
Uruguay (6)(7)	3,164	75	2.3% ▲	9.2%	99,666
Venezuela (9)	na	na	na na	na	na
Central America/Caribbean (7)	na	621	-12.8% ▼	-7.1%	758,077
Other South & Central America (7)	na	30	6.3% ▲	0.3%	32,611
<b>Europe</b>	na	36,202	1.6% ▲	1.2%	14,529,070
<b>European Union</b>	na	31,192	0.1% ▲	1.0%	6,640,870
Austria (7)	277	317	9.0% ▲	3.5%	305,269
Belgium (7)	183	209	5.0% ▲	-1.8%	34,680
Bulgaria (7)	161	94	0.0% ▬	2.6%	200,710
Croatia (7)	288	44	0.0% ▬	2.3%	41,516
Cyprus (7)	8	9	7.0% ▲	1.0%	10,310
Czech Republic	8,108	349	7.4% ▲	5.0%	428,127
Denmark	659	101	10.0% ▲	4.5%	71,456
Estonia	51	59	2.8% ▲	2.3%	42,450
Finland	125	143	-8.8% ▼	-11.1%	58,718
France	4,492	5,130	-3.0% ▼	0.5%	713,770
Germany	15,730	17,967	0.9% ▲	2.0%	911,164
Greece (7)	104	119	-5.0% ▼	-4.0%	125,822
Hungary (7)	64,457	209	7.5% ▲	6.3%	521,701
Ireland (6)	38	43	23.3% ▲	11.0%	25,366
Italy	2,483	2,836	-6.1% ▼	-4.6%	615,000
Latvia	75	85	10.1% ▲	6.3%	64,250
Lithuania	96	110	9.3% ▲	6.3%	84,000
Luxembourg	42	48	0.0% ▬	-0.8%	2,750
Malta (7)	8	10	-7.4% ▼	-4.5%	9,125
Netherlands	130	148	10.3% ▲	0.9%	94,812
Poland	4,466	1,145	5.5% ▲	2.8%	987,000
Portugal	238	271	13.9% ▲	2.2%	230,900
Romania (7)	1,725	407	-5.2% ▼	3.0%	401,444
Slovakia	179	205	7.0% ▲	4.9%	220,137
Slovenia	24	28	16.4% ▲	4.9%	27,436
Spain	765	874	1.9% ▲	-0.4%	258,739
Sweden	2,155	234	0.6% ▲	-0.5%	154,218
<b>Rest of Europe</b>	na	5,010	12.4% ▲	2.0%	7,888,200
Norway	1,763	187	13.0% ▲	5.0%	78,300
Russia	156,572	2,171	7.1% ▲	-1.6%	4,619,604
Switzerland (7)	376	401	13.8% ▲	7.4%	177,000
Turkey (7)	2,882	411	5.0% ▲	2.6%	1,225,553
Ukraine	8,276	307	-8.5% ▼	0.2%	773,702
United Kingdom (6)	822	1,054	45.0% ▲	8.0%	631,000
Other Europe (7)	na	479	4.5% ▲	2.6%	383,041

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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 2019 and 2020 are expressed in US Constant 2020 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 2020 were materially impacted by China (see separate footnote). Excluding China, the Global YOY Sales Change was 5.8% and the 3-Year CAGR was 3.0% (in constant 2020 USD).

(5) China had a second consecutive year of decline with the impact of COVID-19 more materially impacting the industry in China, which was still recovering from the unrelated events that impacted 2019 sales.

(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 2020, inflation increased 42% and real GDP fell 10%, 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.