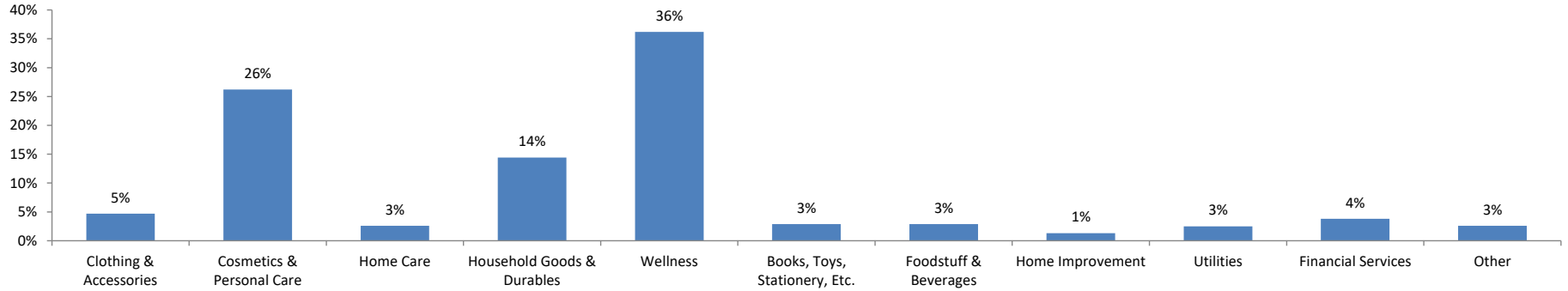




Global Sales by Product Category - 2020

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2020 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	5%	26%	3%	14%	36%	3%	3%	1%	3%	4%	3%
Asia/Pacific	1%	22%	2%	15%	47%	5%	5%	0%	1%	0%	2%
Australia	3%	27%	3%	19%	41%	3%	1%	0%	2%	0%	1%
China	na	na	na	na	na	na	na	na	na	na	na
Hong Kong	0%	24%	1%	7%	68%	0%	0%	0%	0%	0%	0%
India	0%	22%	3%	8%	57%	1%	5%	0%	0%	0%	5%
Indonesia	na	na	na	na	na	na	na	na	na	na	na
Japan	na	na	na	na	na	na	na	na	na	na	na
Kazakhstan	2%	49%	9%	2%	35%	0%	1%	0%	0%	0%	3%
Korea	0%	23%	0%	19%	39%	9%	8%	0%	1%	0%	1%
Malaysia	3%	20%	3%	21%	45%	2%	6%	0%	0%	0%	0%
New Zealand	12%	23%	1%	11%	35%	3%	2%	10%	1%	0%	3%
Philippines	0%	23%	8%	6%	62%	0%	0%	0%	0%	0%	0%
Singapore	10%	25%	2%	13%	48%	0%	1%	1%	0%	0%	0%
Taiwan	2%	16%	4%	5%	66%	0%	0%	0%	0%	0%	7%
Thailand	0%	27%	2%	8%	54%	0%	2%	0%	0%	0%	7%
Vietnam	na	na	na	na	na	na	na	na	na	na	na
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
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	11%	41%	2%	13%	32%	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	na	na	na	na	na	na	na	na	na	na	na
United Arab Emirates	1%	15%	1%	17%	53%	0%	1%	1%	1%	1%	9%
Other Middle East	na	na	na	na	na	na	na	na	na	na	na
Americas	7%	29%	2%	13%	31%	2%	1%	0%	4%	7%	3%
North America	6%	15%	2%	15%	37%	3%	1%	0%	6%	10%	5%
Canada	3%	37%	1%	17%	33%	3%	1%	0%	5%	0%	0%
United States	6%	13%	2%	15%	37%	3%	1%	0%	6%	11%	5%
South & Central America	9%	57%	4%	9%	19%	0%	1%	0%	0%	0%	0%
Argentina	1%	70%	6%	17%	6%	0%	0%	0%	0%	0%	0%
Bolivia	10%	40%	0%	14%	37%	0%	0%	0%	0%	0%	0%
Brazil	4%	74%	8%	8%	5%	0%	1%	0%	0%	0%	0%
Chile	5%	76%	7%	0%	11%	0%	0%	0%	0%	0%	0%
Colombia	32%	41%	1%	6%	11%	0%	8%	0%	0%	1%	0%
Ecuador	16%	48%	3%	4%	29%	0%	0%	0%	0%	0%	0%
Mexico	7%	36%	0%	13%	44%	0%	0%	0%	0%	0%	0%
Peru	16%	54%	0%	9%	21%	0%	0%	0%	0%	0%	0%
Uruguay	1%	61%	0%	20%	11%	0%	0%	0%	0%	0%	6%
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%	26%	5%	17%	30%	2%	4%	10%	1%	0%	1%
European Union	5%	20%	5%	20%	29%	2%	6%	13%	1%	0%	1%
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	1%	28%	12%	31%	26%	0%	2%	0%	0%	0%	0%
Denmark	na	na	na	na	na	na	na	na	na	na	na
Estonia	3%	43%	9%	12%	31%	1%	1%	0%	0%	0%	0%
Finland	1%	27%	9%	8%	54%	0%	1%	0%	0%	0%	0%
France	9%	11%	7%	31%	9%	1%	2%	27%	2%	0%	1%
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	na	na	na	na	na	na	na	na	na	na	na
Ireland	2%	18%	1%	1%	78%	0%	0%	0%	0%	0%	0%
Italy	0%	8%	2%	8%	57%	4%	18%	4%	0%	0%	0%
Latvia	2%	41%	7%	4%	46%	0%	0%	0%	0%	0%	0%
Lithuania	2%	49%	6%	4%	39%	0%	0%	0%	0%	0%	0%
Luxembourg	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
Malta	na	na	na	na	na	na	na	na	na	na	na
Netherlands	na	na	na	na	na	na	na	na	na	na	na
Poland	1%	49%	1%	20%	21%	5%	3%	0%	0%	0%	0%
Portugal	5%	42%	1%	1%	49%	0%	0%	0%	0%	0%	2%
Romania	na	na	na	na	na	na	na	na	na	na	na
Slovakia	1%	36%	2%	26%	33%	0%	1%	0%	0%	0%	0%
Slovenia	5%	35%	10%	5%	45%	0%	0%	0%	0%	0%	0%
Spain	5%	45%	5%	5%	35%	0%	0%	1%	4%	0%	0%
Sweden	1%	28%	3%	4%	60%	2%	2%	0%	1%	0%	1%
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	5%	42%	9%	5%	37%	0%	0%	0%	0%	0%	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	2%	60%	7%	2%	27%	1%	0%	0%	0%	0%	0%
United Kingdom	4%	51%	1%	11%	29%	3%	0%	0%	0%	0%	1%
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.