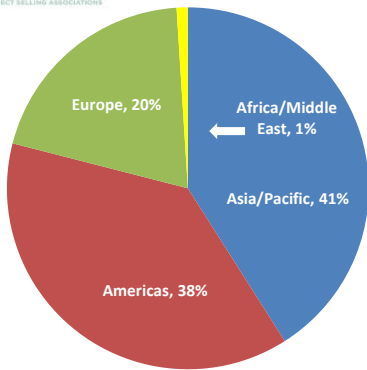




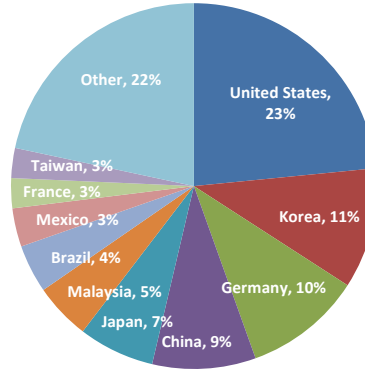
Global Direct Selling - 2022 Retail Sales

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Regional Sales



Top 10 Global Markets

Global Industry: \$172,891 (USD millions), Down 1.5% in Constant 2022 USD

Region/Country	2022 Retail Sales (1)		% Sales Change (YOY) in Constant 2022 USD (2)	3-Year CAGR in Constant 2022 USD (2019-2022)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
Global (4)	na	172,891	-1.5%	0.9%	114,878,041
Asia/Pacific	na	71,509	0.2%	-1.7%	67,606,442
Australia	1,751	1,214	-7.8%	-1.0%	424,381
China (5)(7)	106,566	15,818	-8.0%	-13.6%	2,970,000
Hong Kong	2,806	358	-5.7%	-2.0%	234,304
India	253,870	3,230	5.4%	13.3%	12,320,500
Indonesia (7)	21,150,000	1,424	-3.8%	-2.2%	8,700,000
Japan	1,527,500	11,616	-2.3%	-3.6%	2,511,681
Kazakhstan	226,988	493	28.2%	18.5%	1,628,707
Korea	23,859,179	18,475	7.4%	5.0%	8,014,628
Malaysia	38,000	8,634	5.6%	9.8%	8,191,852
New Zealand	178	113	3.6%	-5.3%	77,622
Philippines	64,945	1,192	-2.3%	-5.1%	5,685,000
Singapore	669	485	13.9%	9.8%	527,320
Taiwan	136,559	4,582	0.0%	3.1%	3,648,700
Thailand	80,000	2,282	-6.0%	-5.1%	10,900,000
Vietnam	28,453,000	1,223	11.7%	19.3%	879,747
Other Asia/Pacific (7)	na	370	-10.6%	11.3%	892,000
Africa/Middle East	na	1,466	-13.3%	-6.9%	4,774,307
Africa	na	1,266	-11.2%	-6.8%	3,560,015
Morocco (7)	1,010	99	-11.6%	-6.3%	208,760
South Africa	9,306	569	-17.1%	-7.2%	947,255
Other Africa (7)	na	598	-4.7%	-6.5%	2,404,000
Middle East	na	199	-24.7%	-7.5%	1,214,292
Israel (7)	230	68	-3.6%	-3.9%	21,758
United Arab Emirates	105	29	0.0%	25.0%	907,500
Other Middle East (7)	na	102	-38.1%	-13.8%	285,034
Americas	na	65,217	-3.2%	4.0%	29,887,872
North America	na	43,113	-6.0%	4.5%	15,708,000
Canada	3,375	2,593	-18.4%	0.8%	1,108,000
United States	40,520	40,520	-5.0%	4.8%	14,600,000

Region/Country	2022 Retail Sales (1)		% Sales Change (YOY) in Constant 2022 USD (2)	3-Year CAGR in Constant 2022 USD (2019-2022)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
South & Central America	na	22,104	2.5% ▲	3.1%	14,179,872
Argentina (8)	245,640	1,881	58.1% ▲	65.3%	826,000
Bolivia (6)	2,309	334	-11.4% ▼	-0.5%	370,000
Brazil	38,017	7,362	0.0% ▬	-0.2%	3,667,735
Chile	462,977	530	-31.6% ▼	3.3%	472,983
Colombia	9,961,484	2,340	7.9% ▲	10.5%	2,845,310
Ecuador	881	881	-1.0% ▼	-8.7%	412,341
Mexico	118,513	5,888	1.0% ▲	0.8%	4,127,610
Peru	8,023	2,092	-1.7% ▼	0.2%	736,964
Uruguay (6)(7)	2,768	67	-7.2% ▼	-3.6%	64,019
Venezuela (9)	na	na	na na	na	na
Central America/Caribbean (7)	na	701	-4.3% ▼	-0.5%	629,834
Other South & Central America (7)	na	28	-10.0% ▼	0.1%	27,076
Europe	na	34,700	-1.1% ▼	1.6%	12,609,419
European Union	na	30,081	1.8% ▲	1.6%	6,045,006
Austria (7)	318	335	0.6% ▲	7.7%	278,344
Belgium (7)	176	185	-9.6% ▼	0.2%	21,675
Bulgaria (7)	163	87	-4.5% ▼	0.4%	190,402
Croatia (7)	228	32	-18.6% ▼	-7.6%	34,603
Cyprus (7)	6	7	-20.1% ▼	-4.2%	9,382
Czech Republic	9,093	389	-9.1% ▼	6.4%	332,087
Denmark (7)	604	85	-1.0% ▼	0.2%	61,125
Estonia	49	52	-8.0% ▼	-0.4%	38,650
Finland	100	105	-11.8% ▼	-10.0%	50,001
France	4,352	4,583	-5.0% ▼	-2.0%	706,632
Germany	17,080	17,986	6.6% ▲	3.1%	909,043
Greece (7)	85	89	-18.4% ▼	-8.1%	93,475
Hungary (7)	65,688	176	-5.9% ▼	3.1%	436,298
Ireland (6)	25	26	-10.7% ▼	-6.5%	15,313
Italy	2,745	2,891	3.9% ▲	1.2%	620,000
Latvia	78	82	-8.0% ▼	4.7%	59,600
Lithuania	101	107	-6.0% ▼	4.8%	80,370
Luxembourg (7)	38	40	-5.3% ▼	-3.3%	2,340
Malta (7)	5	6	-34.8% ▼	-15.5%	9,125
Netherlands	119	125	-12.3% ▼	0.3%	86,568
Poland	4,597	1,031	-6.8% ▼	2.8%	956,969
Portugal	200	211	-19.6% ▼	-1.4%	224,700
Romania (7)	1,647	351	-3.1% ▼	-3.3%	306,312
Slovakia	165	173	-10.8% ▼	-0.6%	183,298
Slovenia (7)	25	26	-2.8% ▼	5.9%	21,789
Spain (7)	688	725	-12.5% ▼	-2.9%	215,187
Sweden	1,773	175	-13.4% ▼	-6.1%	101,720
Rest of Europe	na	4,619	-16.5% ▼	1.7%	6,564,413
Norway (7)	1,609	167	-12.4% ▼	1.0%	53,207
Russia	116,316	1,698	-22.6% ▼	-7.3%	3,909,604
Switzerland (7)	384	402	-6.1% ▼	5.1%	166,380
Turkey (7)	4,772	539	33.1% ▲	20.2%	1,152,853
Ukraine	5,158	159	-38.0% ▼	-17.1%	563,793
United Kingdom (6)	1,010	1,245	-21.0% ▼	21.2%	405,224
Other Europe (7)	na	408	-15.4% ▼	-3.8%	313,352

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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 2021 and 2022 are expressed in US Constant 2022 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 2022 were materially impacted by China (see separate footnote). Excluding China, the Global YOY Sales Change was -0.8% and the 3-Year CAGR was 3.0% (in constant 2022 USD).

(5) China had a fourth 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 2022, inflation increased 72% and real GDP increased 5%, 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.