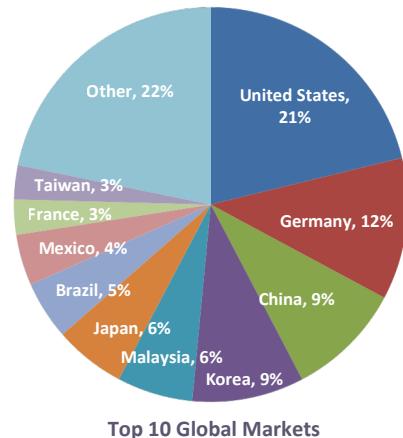
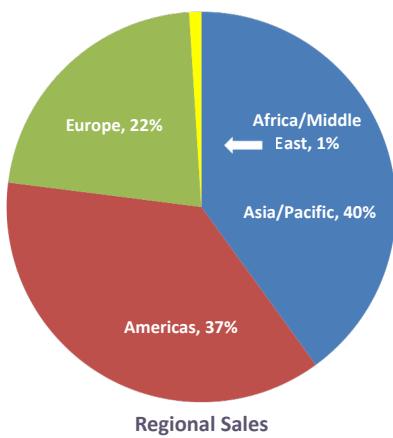


Global Direct Selling - 2024 Retail Sales



Global Industry: \$163,863 (USD millions), Down 0.05% in Constant 2024 USD

Region/Country	2024 Retail Sales (1)		% Sales Change (YOY) in Constant 2024 USD (2)	3-Year CAGR in Constant 2024 USD (2021-2024)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
Global	na	163,863	-0.05% ▼	-1.2%	104,338,049
Asia/Pacific	na	66,058	0.05% ▲	-0.3%	62,342,268
Australia	1,139	752	1.4% ▲	-15.7%	397,243
China	(5)				
Hong Kong	111,894	15,546	5.0% ▲	-1.1%	3,119,000
India	(5)				
Indonesia	2,748	352	-1.0% ▼	-2.6%	239,644
Japan					
Kazakhstan	295,193	3,528	4.0% ▲	7.0%	8,806,000
Korea					
Malaysia	17,317,000	1,092	-11.3% ▼	-7.3%	8,331,000
New					
Zealand	1,450,200	9,581	-2.9% ▼	-2.5%	2,235,261
Philippines	319,698	682	-1.0% ▼	21.8%	2,262,334
Singapore					
Taiwan	20,539,498	15,065	-3.5% ▼	-2.6%	8,091,124
Thailand					
Vietnam	46,667	10,197	2.1% ▲	9.0%	9,609,326
Other Asia/Pacific	(5)				
212	128	11.3% ▲	7.2%	93,801	
48,989	855	-11.4% ▼	-9.7%	2,468,763	
591	442	-1.8% ▼	0.2%	557,894	
146,560	4,564	3.8% ▲	2.4%	3,733,000	
69,867	1,980	-7.1% ▼	-6.4%	10,900,000	
21,608,000	894	-3.9% ▼	-5.3%	695,778	
(5)	399	9.4% ▲	-1.2%	802,100	
Africa/Middle East	na	1,265	-5.9% ▼	-7.8%	3,597,492
Africa	na	1,106	-5.5% ▼	-6.5%	2,383,942
Morocco	(5)	784	-9.6% ▼	-11.8%	159,100
South Africa		7,093	-12.2% ▼	-14.2%	634,293
Other Africa	(5)	na	-0.4% ▼	0.7%	1,590,549
Middle East	na	158	-8.5% ▼	-15.0%	1,213,550
Israel	(5)	236	4.0% ▲	-0.4%	15,983
United Arab Emirates	(5)	116	5.5% ▲	3.5%	974,100
Other Middle East	(5)	na	-23.1% ▼	-27.5%	223,467
Americas	na	61,189	0.8% ▲	-2.8%	25,520,276
North America	na	36,929	-5.3% ▼	-6.9%	13,305,273
Canada		2,998	-5.6% ▼	-10.2%	1,125,273
United States		34,740	-5.2% ▼	-6.6%	12,180,000

Region/Country	2024 Retail Sales (1)		% Sales Change (YOY) in Constant 2024 USD (2)	3-Year CAGR in Constant 2024 USD (2021-2024)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
South & Central America	na	24,260	11.7%	5.1%	12,215,003
Argentina (6)	2,160,511	2,362	310.1%	140.5%	648,000
Bolivia (4)	2,417	350	-0.2%	-2.5%	449,210
Brazil	42,272	7,844	6.3%	3.6%	2,751,071
Chile	432,220	458	2.4%	-13.9%	363,287
Colombia	10,352,223	2,541	3.5%	3.9%	2,550,934
Ecuador	925	925	2.4%	1.3%	396,000
Mexico	125,243	6,842	2.6%	2.2%	3,731,000
Peru	8,062	2,148	1.1%	-0.4%	695,685
Uruguay (4)(5)	1,792	45	-4.8%	-11.9%	38,682
Venezuela (7)	na	na	na	na	na
Central America/Caribbean (5)	na	718	-2.0%	-0.6%	566,007
Other South & Central America (5)	na	28	-0.3%	-3.9%	25,127
Europe	na	35,352	-1.5%	0.2%	12,878,013
European Union	na	31,315	-2.7%	0.9%	5,432,891
Austria (5)	363	393	9.9%	4.7%	260,718
Belgium (5)	194	210	-2.8%	0.0%	18,486
Bulgaria (5)	215	119	2.5%	8.1%	204,189
Croatia (5)	31	34	28.7%	-5.5%	38,295
Cyprus (5)	7	7	4.8%	-4.9%	8,033
Czech Republic	9,521	410	4.5%	-1.6%	309,569
Denmark (5)	523	76	-9.4%	-5.0%	50,155
Estonia	49	53	-2.0%	-2.7%	37,125
Finland	84	91	-10.0%	-9.5%	41,548
France	4,355	4,714	0.1%	-1.7%	691,221
Germany	17,600	19,050	-3.7%	3.2%	907,634
Greece (5)	93	100	5.7%	-3.8%	67,958
Hungary (5)	62,128	170	-1.3%	-3.8%	330,181
Ireland (4)(5)	26	28	-2.0%	-2.6%	11,080
Italy	2,707	2,930	-1.1%	0.8%	590,000
Latvia	79	86	0.5%	-2.1%	57,202
Lithuania	106	115	1.5%	-0.6%	79,555
Luxembourg (5)	32	35	-6.9%	-7.0%	15,446
Malta (5)	5	5	-1.1%	-18.0%	6,202
Netherlands	111	120	-1.5%	-6.4%	78,228
Poland	4,280	1,075	-6.9%	-4.6%	771,889
Portugal	160	174	-7.5%	-13.6%	140,300
Romania (5)	1,486	323	-4.6%	-4.4%	262,600
Slovakia	169	183	3.4%	-2.9%	169,780
Slovenia (5)	25	27	-5.3%	-0.7%	21,698
Spain	611	661	-4.9%	-8.1%	193,027
Sweden	1,344	127	-12.4%	-13.1%	70,772
Rest of Europe	na	4,037	9.6%	-4.9%	7,445,122
Norway (5)	1,348	125	-5.6%	-9.8%	34,177
Russia	125,831	1,360	16.7%	-5.7%	4,479,073
Switzerland (5)	396	449	2.2%	-1.1%	159,879
Turkey	13,495	411	56.0%	55.6%	1,563,186
Ukraine	7,594	189	8.5%	-3.0%	600,079
United Kingdom (4)(5)	916	1,171	0.8%	-10.5%	331,011
Other Europe (5)	na	330	-4.5%	-11.8%	277,717

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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 2023 and 2024 are expressed in US Constant 2024 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 was a highly inflationary market in 2024, with an inflation rate of 220%, according to the IMF.

(7) Based on the 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.