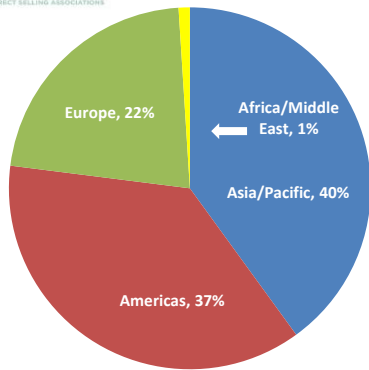




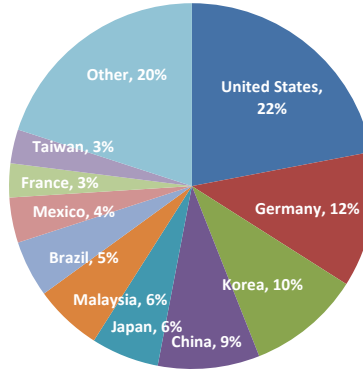
Global Direct Selling - 2023 Retail Sales

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Regional Sales



Top 10 Global Markets

Global Industry: \$167,694 (USD millions), Down 2.3% in Constant 2023 USD

Region/Country	2023 Retail Sales (1)		% Sales Change (YOY) in Constant 2023 USD (2)	3-Year CAGR in Constant 2023 USD (2020-2023)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
Global	na	167,694	-2.3%	-0.5%	102,912,082
Asia/Pacific	na	67,573	-3.7%	-1.2%	58,980,741
Australia	1,124	747	-35.8%	-15.1%	386,048
China (5)	106,566	15,043	0.0%	-7.0%	2,970,000
Hong Kong	2,776	355	-1.1%	-2.0%	233,117
India	283,764	3,435	11.8%	8.3%	8,620,000
Indonesia (5)	19,523,100	1,281	-10.6%	-6.0%	8,065,000
Japan	1,493,400	10,630	-2.2%	-3.2%	2,310,829
Kazakhstan	323,018	708	30.4%	22.5%	1,747,228
Korea	21,279,643	16,298	-10.8%	0.5%	6,870,720
Malaysia	43,333	9,503	1.4%	8.1%	8,025,636
New Zealand	190	117	6.7%	-3.8%	83,527
Philippines	55,296	994	-14.9%	-7.6%	3,002,142
Singapore	601	448	-10.1%	5.3%	480,539
Taiwan	141,145	4,530	3.3%	2.3%	3,611,000
Thailand	75,200	2,161	-6.0%	-6.6%	11,000,000
Vietnam (5)	22,799,000	958	-19.0%	3.7%	922,855
Other Asia/Pacific (5)	na	365	-1.3%	5.9%	652,100
Africa/Middle East	na	1,340	-4.0%	-9.5%	4,078,445
Africa	na	1,166	-3.0%	-8.9%	2,900,738
Morocco (5)	868	86	-14.1%	-10.9%	182,874
South Africa	8,075	438	-13.2%	-9.8%	792,260
Other Africa (5)	na	643	7.5%	-8.0%	1,925,604
Middle East	na	174	-10.2%	-12.7%	1,177,707
Israel (5)	227	62	-1.3%	-8.7%	15,840
United Arab Emirates (5)	110	30	5.0%	17.3%	938,400
Other Middle East (5)	na	82	-19.9%	-20.3%	223,467
Americas	na	62,632	-3.8%	-0.9%	27,134,488
North America	na	39,012	-9.3%	-3.3%	14,133,000
Canada	3,175	2,352	-5.9%	-8.5%	1,143,000
United States	36,660	36,660	-9.5%	-2.9%	12,990,000

Region/Country	2023 Retail Sales (1)		% Sales Change (YOY) in Constant 2023 USD (2)	3-Year CAGR in Constant 2023 USD (2020-2023)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
South & Central America	na	23,620	6.8% ▲	3.5%	13,001,488
Argentina (6)	526,837	1,778	114.5% ▲	72.0%	802,000
Bolivia (4)	2,422	351	4.9% ▲	-2.1%	433,600
Brazil	39,764	7,962	4.6% ▲	-2.0%	3,185,487
Chile	422,274	503	-8.8% ▼	-6.8%	380,961
Colombia	10,000,145	2,312	0.4% ▲	10.8%	2,619,383
Ecuador	904	904	2.6% ▲	0.6%	382,499
Mexico	122,069	6,874	3.0% ▲	2.5%	3,881,020
Peru	7,970	2,129	-0.7% ▼	6.2%	677,830
Uruguay (4)(5)	1,883	48	-19.5% ▼	-11.4%	36,321
Venezuela (7)	na	na	na na	na	na
Central America/Caribbean (5)	na	733	4.6% ▲	5.7%	577,558
Other South & Central America (5)	na	28	-1.0% ▼	-2.3%	24,829
Europe	na	36,149	3.4% ▲	2.2%	12,718,408
European Union	na	32,127	3.9% ▲	2.9%	5,291,917
Austria (5)	330	357	3.8% ▲	6.0%	269,337
Belgium (5)	200	216	13.9% ▲	2.9%	19,377
Bulgaria (5)	210	116	29.1% ▲	9.3%	160,652
Croatia (5)	24	26	-19.3% ▼	-14.0%	30,035
Cyprus (5)	6	7	2.9% ▲	-5.5%	8,239
Czech Republic	9,111	410	0.2% ▲	4.0%	310,501
Denmark (5)	577	84	-4.4% ▼	-4.4%	55,298
Estonia	50	54	2.1% ▲	-0.6%	37,880
Finland	93	101	-6.5% ▼	-9.3%	45,171
France	4,352	4,706	0.0% ▬	-1.0%	700,000
Germany	18,276	19,761	7.0% ▲	5.1%	881,772
Greece (5)	88	95	3.1% ▲	-5.6%	61,334
Hungary (5)	62,947	178	-4.2% ▼	-0.8%	324,025
Ireland (4)	26	28	5.5% ▲	-11.2%	12,974
Italy	2,736	2,959	-0.3% ▼	3.3%	610,000
Latvia	79	85	1.4% ▲	1.9%	58,410
Lithuania	104	113	3.0% ▲	2.8%	78,770
Luxembourg (5)	35	37	-8.7% ▼	-6.2%	2,044
Malta (5)	5	5	-14.6% ▼	-17.7%	6,414
Netherlands	113	122	-5.1% ▼	-4.6%	84,207
Poland	4,597	1,094	0.0% ▬	1.0%	671,792
Portugal	173	188	-13.3% ▼	-10.0%	181,300
Romania (5)	1,558	341	-5.4% ▼	-3.3%	228,348
Slovakia	163	177	-0.8% ▼	-3.1%	174,133
Slovenia (5)	26	29	6.4% ▲	2.8%	19,134
Spain	642	694	-6.7% ▼	-5.7%	190,428
Sweden	1,535	145	-13.4% ▼	-10.7%	70,342
Rest of Europe	na	4,022	-0.3% ▼	-2.4%	7,426,491
Norway (5)	1,428	135	-11.3% ▼	-6.8%	40,208
Russia	107,828	1,266	-7.3% ▼	-11.7%	4,622,803
Switzerland (5)	387	431	0.8% ▲	1.0%	162,644
Turkey (5)	8,651	523	81.3% ▲	44.3%	1,355,755
Ukraine	6,999	191	35.7% ▲	-5.4%	683,461
United Kingdom (4)	909	1,130	-10.0% ▼	3.4%	320,127
Other Europe (5)	na	346	-14.6% ▼	-10.3%	241,493

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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 2022 and 2023 are expressed in US Constant 2023 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 is a highly inflationary market. In 2023, inflation increased 134% and real GDP fell 2%, according to the IMF.

(7) 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.