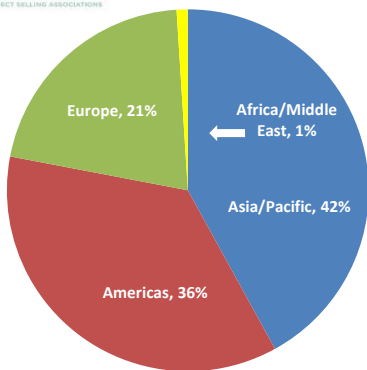




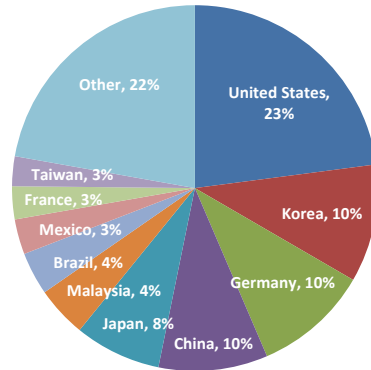
Global Direct Selling - 2021 Retail Sales

Published June 23, 2022

Not for use after May 31, 2023



Regional Sales



Top 10 Global Markets

Global Industry: \$186,105 (USD millions), Up 1.5% in Constant 2021 USD

Region/Country	2021 Retail Sales (1)		% Sales Change (YOY) in Constant 2021 USD (2)	3-Year CAGR in Constant 2021 USD (2018-2021)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
Global (4)	na	186,105	1.5% ▲	-0.1%	128,150,582
Asia/Pacific	na	77,917	-2.2% ▼	-5.0%	74,527,937
Australia	1,899	1,426	3.5% ▲	1.9%	409,024
China (5)	115,833	17,961	-12.5% ▼	-21.2%	3,100,751
Hong Kong	2,975	383	0.9% ▲	0.5%	261,008
India	240,890	3,259	7.7% ▲	15.7%	11,278,362
Indonesia	21,985,996	1,537	-6.8% ▼	2.0%	17,240,000
Japan	1,563,800	14,248	-5.0% ▼	-3.2%	2,737,596
Kazakhstan	177,047	416	0.8% ▲	10.7%	1,330,116
Korea	22,217,109	19,421	6.1% ▲	3.8%	8,935,590
Malaysia	34,667	8,367	1.6% ▲	13.0%	5,500,000
New Zealand	172	122	-19.6% ▼	-4.8%	82,536
Philippines	66,489	1,350	-5.0% ▼	-2.7%	5,836,199
Singapore	587	437	14.0% ▲	4.1%	574,423
Taiwan	137,333	4,901	4.0% ▲	5.4%	4,400,000
Thailand	85,067	2,660	-7.9% ▼	-3.0%	11,000,000
Vietnam	23,507,000	1,015	14.2% ▲	21.6%	695,876
Other Asia/Pacific (7)	na	414	34.7% ▲	21.0%	1,146,456
Africa/Middle East	na	1,781	-10.0% ▼	1.3%	5,484,901
Africa	na	1,514	-11.3% ▼	1.2%	4,205,453
Morocco (7)	1,142	127	-6.9% ▼	-1.4%	239,678
South Africa	11,221	759	1.8% ▲	0.7%	1,064,879
Other Africa (7)	na	627	-24.0% ▼	2.5%	2,900,896
Middle East	na	267	-1.8% ▼	1.9%	1,279,448
Israel (7)	238	74	-20.0% ▼	1.9%	33,017
United Arab Emirates	105	29	53.9% ▲	18.6%	906,700
Other Middle East (7)	na	165	2.2% ▲	-0.1%	339,731
Americas	na	68,000	5.8% ▲	5.4%	32,434,915
North America	na	45,969	5.9% ▲	6.4%	17,538,000
Canada	4,137	3,299	-0.2% ▼	5.7%	1,338,000
United States	42,670	42,670	6.4% ▲	6.5%	16,200,000

Region/Country	2021 Retail Sales (1)		% Sales Change (YOY) in Constant 2021 USD (2)	3-Year CAGR in Constant 2021 USD (2018-2021)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
South & Central America	na	22,031	5.6% ▲	3.5%	14,896,915
Argentina (8)	155,365	1,636	50.1% ▲	50.8%	945,000
Bolivia (6)	2,607	377	0.9% ▲	1.9%	377,000
Brazil	38,018	7,048	-10.0% ▼	0.7%	3,705,793
Chile	677,059	892	30.0% ▲	15.3%	569,829
Colombia	9,232,282	2,466	25.6% ▲	7.9%	2,668,628
Ecuador	890	890	0.1% ▲	-9.4%	746,600
Mexico	117,340	5,788	3.5% ▲	1.3%	4,300,000
Peru	8,159	2,102	22.4% ▲	2.1%	793,000
Uruguay (6)(7)	2,983	68	-5.7% ▼	3.8%	69,966
Venezuela (9)	na	na	na na	na	na
Central America/Caribbean (7)	na	732	17.9% ▲	-0.2%	690,608
Other South & Central America (7)	na	31	4.8% ▲	1.2%	30,491
Europe	na	38,408	2.8% ▲	2.0%	15,702,829
European Union	na	33,243	3.0% ▲	1.8%	6,565,018
Austria (7)	316	374	14.0% ▲	7.6%	296,111
Belgium (7)	194	230	6.0% ▲	1.9%	34,680
Bulgaria (7)	170	103	6.0% ▲	2.4%	196,696
Croatia (7)	280	44	-3.0% ▼	0.6%	37,530
Cyprus (7)	8	9	2.7% ▲	1.5%	10,310
Czech Republic	10,003	461	23.4% ▲	9.3%	372,295
Denmark	610	97	-7.5% ▼	0.6%	67,170
Estonia	54	63	4.4% ▲	3.1%	42,940
Finland	113	134	-9.5% ▼	-9.2%	57,624
France	4,581	5,419	2.0% ▲	0.1%	706,632
Germany	16,030	18,959	1.9% ▲	2.6%	905,547
Greece (7)	104	123	0.0% ▬	-4.0%	112,485
Hungary (7)	69,807	230	8.3% ▲	5.2%	478,922
Ireland (6)	24	29	-35.9% ▼	-6.0%	13,007
Italy	2,643	3,126	6.4% ▲	-2.0%	670,000
Latvia	84	100	13.4% ▲	9.1%	66,200
Lithuania	108	127	12.2% ▲	8.6%	87,360
Luxembourg (7)	40	47	-4.6% ▼	0.1%	2,750
Malta (7)	8	10	0.0% ▬	-4.2%	9,125
Netherlands	135	160	4.3% ▲	3.3%	91,761
Poland	4,933	1,277	10.4% ▲	4.8%	1,140,670
Portugal	249	294	4.7% ▲	2.8%	240,600
Romania (7)	1,699	408	-1.5% ▼	-1.3%	330,790
Slovakia	185	218	2.9% ▲	4.0%	203,213
Slovenia	26	30	5.0% ▲	6.9%	22,768
Spain	786	930	2.8% ▲	1.0%	262,103
Sweden	2,048	239	-5.0% ▼	-1.6%	105,729
Rest of Europe	na	5,165	1.9% ▲	3.3%	9,137,811
Norway (7)	1,837	214	4.2% ▲	2.4%	65,850
Russia	150,232	2,040	-4.0% ▼	-1.2%	6,177,456
Switzerland (7)	409	448	8.7% ▲	8.0%	177,000
Turkey (7)	3,585	512	24.4% ▲	8.3%	1,323,597
Ukraine	8,326	305	0.6% ▲	-3.1%	573,313
United Kingdom (6)	847	1,165	3.1% ▲	11.9%	471,262
Other Europe (7)	na	482	0.7% ▲	2.9%	349,333

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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 2020 and 2021 are expressed in US Constant 2021 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 2021 were materially impacted by China (see separate footnote). Excluding China, the Global YOY Sales Change was 3.3% and the 3-Year CAGR was 3.8% (in constant 2021 USD).

(5) China had a third 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 2021, inflation increased 48% and real GDP increased 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.