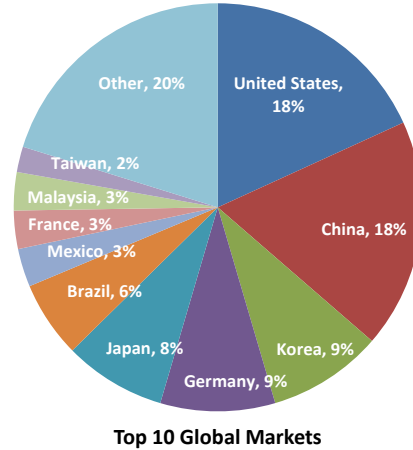
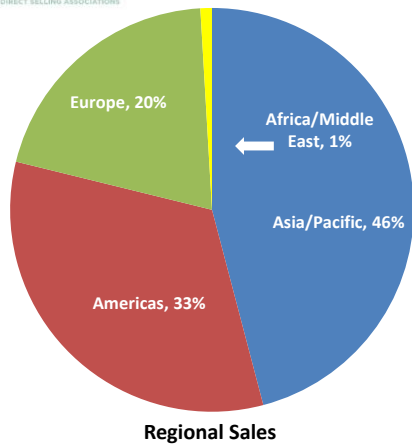




Global Direct Selling - 2017 Retail Sales

Published June 18, 2018

Not for use after May 31, 2019



Global Industry: \$189,641 (USD millions), Up 1.6% in Constant 2017 USD

Region/Country	2017 Retail Sales (1)		% Sales Change (YOY) in Constant 2017 USD (2)	3-Year CAGR in Constant 2016 USD (2014-17)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
Global	na	189,641	1.6% ▲	3.7%	116,737,059
Asia/Pacific	na	85,381	1.8% ▲	4.8%	65,160,807
Australia (4)	1,380	1,058	-3.6% ▼	-4.2%	576,400
China (5)	231,768	34,291	3.0% ▲	7.7%	5,350,000
Hong Kong	2,662	342	-5.2% ▼	-9.2%	203,344
India	98,540	1,513	7.0% ▲	5.8%	5,102,231
Indonesia	18,948,300	1,416	20.3% ▲	14.3%	16,622,000
Japan (5)	1,719,400	15,329	0.4% ▲	-1.1%	3,124,000
Kazakhstan	122,054	374	13.7% ▲	24.5%	862,134
Korea	19,388,000	17,151	-0.9% ▼	4.6%	8,360,644
Malaysia	20,060	4,665	0.3% ▲	7.4%	4,250,000
New Zealand	242	172	1.5% ▲	-2.5%	111,113
Philippines	66,107	1,312	11.5% ▲	7.7%	5,049,630
Singapore	493	357	-6.8% ▼	-1.2%	403,200
Taiwan	120,000	3,942	2.1% ▲	6.2%	2,950,000
Thailand	94,890	2,796	1.7% ▲	1.9%	11,336,181
Vietnam	9,856,000	439	4.3% ▲	3.5%	707,330
Other Asia/Pacific (5)	na	224	3.0% ▲	4.9%	152,600
Africa/Middle East	na	1,751	9.9% ▲	12.5%	3,368,003
Africa	na	1,514	10.5% ▲	12.9%	2,203,495
Morocco (5)	1,157	119	3.0% ▲	3.1%	292,597
South Africa	11,776	883	4.9% ▲	17.1%	1,286,898
Other Africa (5)	na	511	24.0% ▲	9.2%	624,000
Middle East	na	237	6.7% ▲	10.1%	1,164,508
Israel (5)	196	54	-2.0% ▼	0.0%	28,241
United Arab Emirates	66	18	15.3% ▲		881,567
Other Middle East (5)	na	165	9.0% ▲	10.1%	254,700
Americas	na	64,041	-0.1% ▼	1.5%	33,140,108
North America	na	36,892	-1.6% ▼	0.6%	19,897,000
Canada	2,585	1,992	1.4% ▲	5.0%	1,297,000
United States	34,900	34,900	-1.8% ▼	0.4%	18,600,000

Region/Country	2017 Retail Sales (1)		% Sales Change (YOY) in Constant 2017 USD (2)	3-Year CAGR in Constant 2016 USD (2014-17)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
South & Central America	na	27,149	2.2% ▲	2.8%	13,243,108
Argentina (6)	36,808	2,222	36.7% ▲	37.0%	864,000
Bolivia (4)	2,385	345	-2.0% ▼	1.8%	327,020
Brazil	37,831	11,854	-1.1% ▼	-0.9%	4,088,414
Chile	414,542	639	3.2% ▲	7.3%	388,738
Colombia	6,969,648	2,362	-4.4% ▼	3.7%	2,168,789
Ecuador	1,192	1,192	9.4% ▲	8.9%	930,000
Mexico	111,420	5,887	2.0% ▲	1.3%	2,728,168
Peru	5,671	1,760	2.9% ▲	4.2%	694,326
Uruguay (4)(5)	2,432	85	4.8% ▲	3.8%	98,083
Venezuela (7)	na	na	na na	na	na
Central America/Caribbean (5)	na	774	-7.0% ▼	0.2%	927,670
Other South & Central America (5)	na	29	2.0% ▲	4.0%	27,900
Europe	na	38,469	3.5% ▲	4.8%	15,068,141
European Union	na	33,680	2.5% ▲	4.6%	6,964,293
Austria (5)	250	282	0.0% ▬	1.2%	294,861
Belgium (5)	194	218	-10.0% ▼	0.0%	43,650
Bulgaria	149	86	-3.8% ▼	-2.0%	195,000
Croatia (5)	270	41	-3.0% ▼	-5.6%	35,270
Cyprus (5)	7	8	5.7% ▲	-0.7%	7,985
Czech Republic	7,000	299	2.2% ▲	2.9%	302,400
Denmark (5)	579	88	5.0% ▲	6.0%	64,640
Estonia	48	54	4.3% ▲	1.5%	45,875
Finland	178	200	-7.2% ▼	-1.1%	64,923
France	4,429	4,991	3.5% ▲	3.1%	795,963
Germany	14,819	16,699	3.7% ▲	4.8%	884,932
Greece (5)	118	133	-5.0% ▼	-8.0%	147,160
Hungary	53,644	195	-5.6% ▼	0.2%	517,103
Ireland	41	47	8.7% ▲	15.2%	27,000
Italy	2,861	3,224	2.5% ▲	5.8%	561,000
Latvia	62	70	5.1% ▲	3.2%	63,667
Lithuania	80	90	6.7% ▲	4.5%	83,428
Luxembourg	43	48	0.0% ▬	1.2%	2,800
Malta (5)	10	11	8.0% ▲	0.4%	8,960
Netherlands	126	142	-14.4% ▼	4.4%	92,964
Poland	4,106	1,086	-2.4% ▼	3.2%	998,000
Portugal	223	251	-6.6% ▼	2.1%	200,600
Romania (5)	1,578	389	15.0% ▲	8.1%	385,000
Slovakia	155	175	6.4% ▲	6.1%	203,100
Slovenia (5)	24	27	11.7% ▲	6.5%	17,919
Spain	774	872	-0.8% ▼	6.9%	250,670
Sweden	2,190	256	-6.2% ▼	-1.2%	119,423
United Kingdom	2,873	3,698	1.0% ▲	6.7%	550,000
Rest of Europe	na	4,789	11.0% ▲	6.8%	8,103,848
Norway	1,523	184	15.7% ▲	12.3%	87,200
Russia	164,123	2,813	13.0% ▲	5.9%	5,078,835
Switzerland	303	308	-5.0% ▼	-0.3%	148,238
Turkey	2,669	732	17.0% ▲	11.6%	1,523,000
Ukraine	8,216	309	8.8% ▲	13.1%	900,905
Other Europe (5)	na	443	2.0% ▲	5.1%	365,670

©Copyright WFDSA 2018 na = not available

(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 2016 and 2017 are expressed in US Constant 2017 Dollars to exclude the impact of foreign exchange and ensure comparability. Average annual exchange rates from the International Monetary Fund (IMF), secondarily, from OANDA have been used to convert data from local currency to US dollars.

(3) Independent Representatives include individuals who are career minded entrepreneurs building their own businesses ... or part-time entrepreneurs earning extra income. Most enjoy significant discounts on products. In fact, some choose only to enjoy and use the products and not to sell at all.

(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 2017, inflation increased 26% and real GDP increased 3%, according to the IMF.

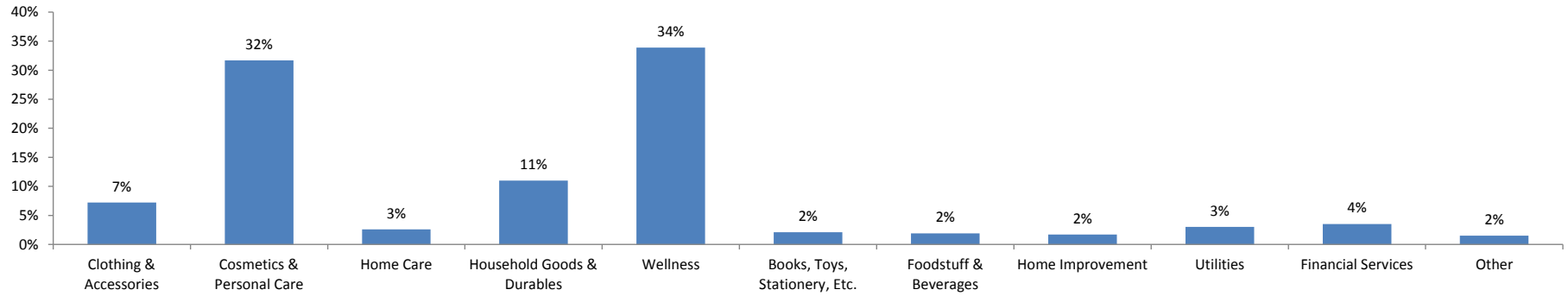
(7) Based on the highly inflationary economic situation and lack of stability in Venezuela, the WFDSA Global Research Sub-committee has decided to suspend reporting on the Venezuelan market until further notice. Figures for this country have been backed out of history, as well.



Global Sales by Product Category - 2017

Published June 18, 2018

Not for use after May 31, 2019



2017 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	7%	32%	3%	11%	34%	2%	2%	2%	3%	4%	2%
Asia/Pacific	4%	23%	2%	11%	50%	3%	3%	0%	1%	0%	1%
Australia	4%	29%	1%	18%	40%	3%	0%	0%	3%	0%	2%
China	na	na	na	na	na	na	na	na	na	na	na
Hong Kong	0%	28%	1%	7%	64%	0%	0%	0%	0%	0%	0%
India	1%	30%	4%	9%	53%	0%	2%	0%	0%	0%	1%
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	10%	54%	6%	1%	26%	0%	1%	0%	0%	0%	2%
Korea	5%	26%	2%	11%	45%	4%	4%	0%	2%	0%	1%
Malaysia	5%	15%	1%	17%	53%	3%	5%	1%	0%	0%	0%
New Zealand	13%	21%	1%	12%	37%	2%	1%	10%	2%	0%	2%
Philippines	0%	11%	0%	10%	77%	0%	0%	0%	0%	0%	1%
Singapore	10%	15%	2%	20%	49%	0%	4%	0%	0%	0%	1%
Taiwan	5%	20%	5%	5%	65%	0%	0%	0%	0%	0%	0%
Thailand	0%	21%	2%	16%	48%	5%	0%	0%	0%	0%	8%
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%	1%	18%	19%	0%	0%	0%	0%	10%	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	2%	10%	3%	14%	65%	0%	4%	0%	0%	0%	2%
Other Middle East	na	na	na	na	na	na	na	na	na	na	na
Americas	8%	38%	2%	11%	26%	2%	1%	0%	5%	6%	2%
North America	8%	17%	2%	14%	34%	3%	1%	0%	8%	11%	2%
Canada	4%	30%	1%	15%	40%	2%	1%	0%	6%	0%	1%
United States	8%	17%	2%	14%	34%	3%	1%	0%	8%	11%	3%
South & Central America	9%	67%	3%	6%	14%	0%	0%	0%	0%	0%	1%
Argentina	2%	72%	1%	20%	5%	0%	0%	0%	0%	0%	0%
Bolivia	na	na	na	na	na	na	na	na	na	na	na
Brazil	3%	83%	5%	0%	7%	0%	0%	0%	0%	0%	2%
Chile	5%	81%	7%	0%	6%	0%	0%	0%	0%	0%	0%
Colombia	34%	44%	1%	6%	9%	0%	4%	0%	0%	1%	1%
Ecuador	23%	51%	0%	5%	20%	0%	0%	1%	0%	0%	0%
Mexico	6%	48%	0%	12%	34%	0%	0%	0%	0%	0%	0%
Peru	19%	58%	0%	6%	17%	0%	0%	0%	0%	0%	0%
Uruguay	na	na	na	na	na	na	na	na	na	na	na
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	9%	26%	5%	12%	32%	3%	4%	10%	1%	0%	0%
European Union	9%	21%	4%	14%	33%	3%	4%	12%	1%	0%	0%
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%	33%	2%	41%	21%	0%	2%	0%	0%	0%	0%
Denmark	na	na	na	na	na	na	na	na	na	na	na
Estonia	4%	50%	8%	14%	23%	0%	1%	0%	0%	0%	0%
Finland	2%	34%	1%	10%	53%	0%	0%	0%	0%	0%	0%
France	10%	9%	5%	26%	9%	1%	3%	35%	2%	0%	0%
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	1%	20%	3%	10%	57%	0%	0%	0%	8%	0%	1%
Ireland	22%	25%	3%	2%	45%	1%	0%	0%	1%	0%	1%
Italy	0%	8%	2%	8%	62%	3%	15%	2%	0%	0%	0%
Latvia	3%	54%	7%	8%	28%	0%	0%	0%	0%	0%	0%
Lithuania	3%	60%	6%	5%	25%	0%	1%	0%	0%	0%	0%
Luxembourg	30%	35%	0%	35%	0%	0%	0%	0%	0%	0%	0%

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	1%	21%	1%	1%	69%	1%	0%	0%	4%	0%	2%
Poland	6%	56%	1%	13%	15%	3%	2%	1%	2%	0%	2%
Portugal	8%	53%	1%	1%	37%	0%	0%	0%	0%	0%	0%
Romania	na	na	na	na	na	na	na	na	na	na	na
Slovakia	1%	38%	13%	23%	25%	0%	0%	0%	0%	0%	0%
Slovenia	na	na	na	na	na	na	na	na	na	na	na
Spain	12%	30%	14%	5%	30%	5%	0%	2%	2%	0%	0%
Sweden	4%	27%	11%	15%	33%	3%	3%	0%	4%	0%	0%
United Kingdom	16%	28%	1%	3%	43%	8%	0%	0%	1%	0%	0%
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	9%	48%	10%	4%	28%	0%	0%	0%	0%	0%	1%
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	7%	67%	7%	2%	15%	1%	1%	0%	0%	0%	0%
Other Europe	na	na	na	na	na	na	na	na	na	na	na

©Copyright WFDSA 2018 na = not available

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.