

Direct Selling in Europe: 2016 retail sales excl. VAT

published 15 June 2017

| Countries | 2016 Sales (1) | | 2016 Nr of individuals active in direct selling (3) |
|-----------------|------------------------------|--------------------|---|
| | Local currency (millions) | EURO (millions) | |
| Austria (5) | 232 | 232 | 165089 |
| Belgium (5) | 215 | 215 | 45000 |
| Bulgaria | 155 | 80 | 195824 |
| Croatia | 278 | 37 | 41887 |
| Czech Rep | 6849 | 253 | 288009 |
| Denmark | 551 | 74 | 64000 |
| Estonia | 46 | 46 | 45051 |
| Finland | 192 | 192 | 83868 |
| France | 4111 | 4111 | 671920 |
| Germany | 14290 | 14290 | 865883 |
| Greece | 124 | 124 | 170917 |
| Hungary | 56797 | 182 | 491914 |
| Ireland (4) | 38 | 38 | 26000 |
| Italy | 2791 | 2791 | 546400 |
| Latvia | 59 | 59 | 62438 |
| Lithuania | 75 | 75 | 81469 |
| Luxembourg | 43 | 43 | 2800 |
| Netherlands | 147 | 147 | 93363 |
| Poland | 4209 | 965 | 980791 |
| Portugal | 238 | 238 | 206400 |
| Romania (5) | 1470 | 327 | 350000 |
| Slovakia | 146 | 146 | 194500 |
| Slovenia | 22 | 22 | 17892 |
| Spain | 780 | 780 | 252437 |
| Sweden | 2335 | 247 | 103833 |
| UK | 2845 | 3472 | 575000 |
| Total EU | | 29186 | 6622685 |
| Norway | 1316 | 142 | 87000 |
| Russia | 145207 | 1958 | 5148803 |
| Switzerland (5) | 319 | 293 | 156040 |
| Turkey (5) | 2281 | 682 | 1436794 |
| Ukraine | 7551 | 267 | 1032635 |
| Others (5) | | 400 | 387540 |
| Total | | 32928 | 14871497 |

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(1) Sales figures are expressed at estimated retail level excl. VAT and are based on the size of the entire industry unless otherwise noted.

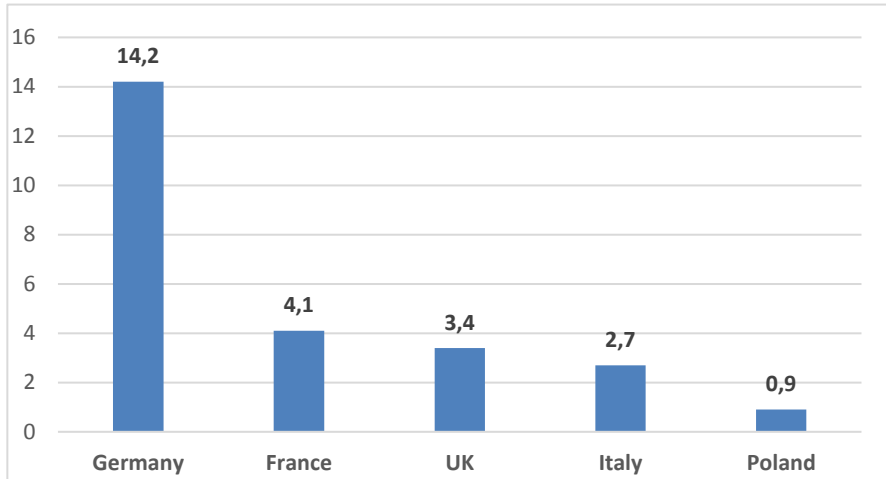
(2) Average annual exchange rates for 2016 from the European Central Bank were used to convert local currency to euro.

(3) Individuals active in direct selling are people who are career minded entrepreneurs building their own business, or part-time entrepreneurs earning extra income. Most enjoy significant discounts on products. Some choose only to enjoy and use the products and not to

(4) Figures based on DSA member companies and not the entire industry.

(5) WFDSA research estimate.

Sales of top five EU markets in bn € excl VAT - 2016



Breakdown of sales per product categories - 2016

