

Direct Selling in Europe: 2020 retail sales

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Countries	2020 Sales (1)			2020 - Individuals active in direct selling (3)	
	Local currency (millions)	EURO (2) (millions)	% Sales changes with 2019	Number	% of women
Austria (4)	277	277	9.0% ▲	305269	NA
Belgium (4)	183	183	5.0% ▲	34680	NA
Bulgaria (4)	161	82	0.0% –	200710	87%
Croatia (4)	288	38	0.0% –	41516	NA
Cyprus (4)	8	8	7.0% ▲	10310	NA
Czech Rep	8108	306	7.4% ▲	428127	78%
Denmark	659	88	10.0% ▲	71456	NA
Estonia	51	51	2.8% ▲	42450	90%
Finland	125	125	-8.8% ▼	58718	83%
France	4492	4492	-3.0% ▼	713770	80%
Germany	15730	15730	0.9% ▲	911164	NA
Greece (4)	104	104	-5.0% ▼	125822	NA
Hungary (4)	64457	184	7.5% ▲	521701	NA
Ireland (5)	38	38	23.3% ▲	25366	87%
Italy	2483	2483	-6.1% ▼	615000	70%
Latvia	75	75	10.1% ▲	64250	90%
Lithuania	96	96	9.3% ▲	84000	92%
Luxembourg	42	42	0.0% –	2750	NA
Malta (4)	8	8	-7.4% ▼	9125	0%
Netherlands	130	130	10.3% ▲	94812	77%
Poland	4466	1005	5.5% ▲	987000	82%
Portugal	238	238	13.9% ▲	230900	73%
Romania (4)	1725	357	-5.2% ▼	401444	NA
Slovakia	179	179	7.0% ▲	220137	80%
Slovenia	24	24	16.4% ▲	27436	70%
Spain	765	765	1.9% ▲	258739	83%
Sweden	2155	206	0.6% ▲	154218	79%
Total EU		27314	0.1% ▲	6640870	79%
Kazakhstan	175611	370	28.7% ▲	1471637	87%
Norway	1763	164	13.0% ▲	78300	NA
Russia	156572	1893	7.1% ▲	4619604	90%
Switzerland (4)	376	352	13.8% ▲	177000	NA
Turkey (4)	2882	358	5.0% ▲	1225553	NA
Ukraine	8276	267	-8.5% ▼	773702	79%
UK (5)	822	924	45.0% ▲	631000	93%
Others (4)	479	419	4.5% ▲	383041	NA
Total		32061	1.9% ▲	16000707	85%

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(1) Sales figures are expressed at estimated retail level excl. VAT. **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) 2020 average exchange rates from the European Central Bank were used to convert local currency to euro.

(3) Individuals active in direct selling are entrepreneurs building their own business (typically devoting more than 30 hours/week to direct selling activities), or part-time entrepreneurs earning additional income (typically devoting less than 30 hours/week to their direct selling activities). Others may have joined primarily to purchase favourite products at a discount price.

(4) WFDSA research estimate.

(5) Figures are based only on Direct Selling Association member companies and not the entire sector.