

Direct Selling in Europe: 2019 retail sales

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Countries	2019 Sales ⁽¹⁾			2019- Individuals active in direct selling ⁽³⁾	
	Local currency (millions)	EURO ⁽²⁾ (millions)	% Sales changes with 2019	Number	% of women
Austria ⁽⁴⁾	254	254	0,2% ▲	299284	NA
Belgium ⁽⁴⁾	175	175	-5,0% ▼	34000	NA
Bulgaria ⁽⁴⁾	161	82	1,2% ▲	205019	NA
Croatia ⁽⁴⁾	288	39	5,0% ▲	38512	NA
Cyprus ⁽⁴⁾	7	7	-4,9% ▼	8966	NA
Czech Rep	7550	297	-1,5% ▼	372285	78%
Denmark	599	80	0,0% –	66163	NA
Estonia	50	50	2,0% ▲	44000	90%
Finland	137	137	-9,2% ▼	66615	85%
France	4630	4630	1,5% ▲	699775	79%
Germany	15590	15590	5,0% ▲	932614	NA
Greece ⁽⁴⁾	110	110	-7,0% ▼	132444	NA
Hungary	59960	181	0,0% –	521701	NA
Ireland	46	46	5,0% ▲	26533	NA
Italy	2646	2646	-5,7% ▼	565000	64%
Latvia	68	68	4,0% ▲	63000	90%
Lithuania	88	88	4,6% ▲	83000	92%
Luxembourg	42	42	5,0% ▲	2750	NA
Malta ⁽⁴⁾	9	9	-5,0% ▼	8690	NA
Netherlands	118	118	-4,3% ▼	89288	80%
Poland	4233	994	-1,3% ▼	930000	83%
Portugal	209	209	-9,0% ▼	205900	62%
Romania ⁽⁴⁾	1820	381	2,8% ▲	432590	NA
Slovakia	168	168	2,1% ▲	209655	80%
Slovenia	21	21	0,0% –	19335	70%
Spain	751	751	-1,8% ▼	250959	77%
Sweden	2142	205	-0,3% ▼	150117	80%
UK	2515	2956	-6,1% ▼	528770	90%
Total EU		30332	1,3% ▲	6986965	79%
Kazakhstan	136430	321	4,4% ▲	1030730	NA
Norway ⁽⁴⁾	1560	158	-8,8% ▼	78300	NA
Russia	146240	2090	-6,2% ▼	4419091	89%
Switzerland ⁽⁴⁾	331	305	1,9% ▼	161629	NA
Turkey ⁽⁴⁾	2745	411	-2,8% ▼	1303780	NA
Ukraine	9044	346	-1,2% ▼	848326	79%
Others ⁽⁴⁾	NA	408	3,4% ▲	336296	NA
Total		34371	0,8% ▲	15165117	84%

(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) Exchange rates for 31 December 2018 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 (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.