

Excl. VAT - Published 28 June 2018

Countries	2017 Sales ⁽¹⁾			2017- Individuals active in direct selling ⁽³⁾	
	Local currency (millions)	EURO (millions)	% Sales changes with 2016	Number	% of women
Austria ⁽⁴⁾	250	250	8% ▲	294861	67%
Belgium ⁽⁴⁾	194	194	10% ▼	43650	75%
Bulgaria	149	76	3% ▼	195000	NA
Croatia	270	36	3% ▼	35270	80%
Cyprus ⁽⁴⁾	7	7	5,7% ▲	7985	NA
Czech Rep	7000	265	5% ▲	302400	80%
Denmark ⁽⁴⁾	579	78	5% ▲	64640	NA
Estonia	48	48	4% ▲	45875	90%
Finland	178	178	7,2% ▼	64923	86%
France	4429	4429	3,1% ▲	795963	80%
Germany	14819	14819	3,7% ▲	884932	80%
Greece	118	118	5% ▼	147160	NA
Hungary	53644	174	5% ▼	517103	63%
Ireland	41	41	8% ▲	27000	70%
Italy	2861	2861	2,5% ▲	561000	63%
Latvia	62	62	5% ▲	63667	90%
Lithuania	80	80	7% ▲	83428	93%
Luxembourg	43	43	0% 0	2800	90%
Malta ⁽⁴⁾	10	10	0% 0	8960	NA
Netherlands	126	126	14% ▼	92964	NA
Poland	4106	965	0% ▲	998000	85%
Portugal	223	223	6,6% ▼	200600	78%
Romania ⁽⁴⁾	1578	345	6% ▲	385000	NA
Slovakia	155	155	6,4% ▲	203100	78%
Slovenia	24	24	10% ▲	17919	70%
Spain	774	774	0,8% ▼	250670	71%
Sweden	2190	227	8% ▼	119423	71%
UK	2873	3277	1% ▲	550000	75%
Total EU		29885	2,4% ▲	6964293	77%
Norway	1523	163	15% ▲	87200	80%
Russia	164123	2489	13% ▲	5078835	81%
Switzerland ⁽⁴⁾	303	272	5% ▼	148238	75%
Turkey ⁽⁴⁾	2669	647	17% ▲	1523000	85%
Ukraine	8216	275	8% ▲	900905	80%
Others ⁽⁴⁾		309	2% ▲	365670	NA
Total		34040	3,5% ▲	15068141	78%

(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) Average annual exchange rates for 2017 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 sell at all.

(4) WFDSA research estimate.