

Direct Selling in Europe: 2016 retail sales excl. VAT

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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.

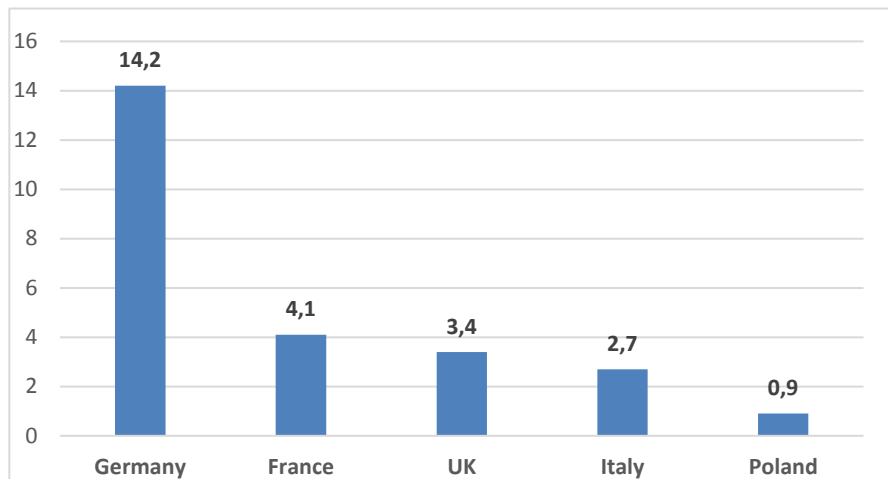
(2) Average annual exchange rates for 2016 from the European Central Bank were used to convert local currency to euro.

(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

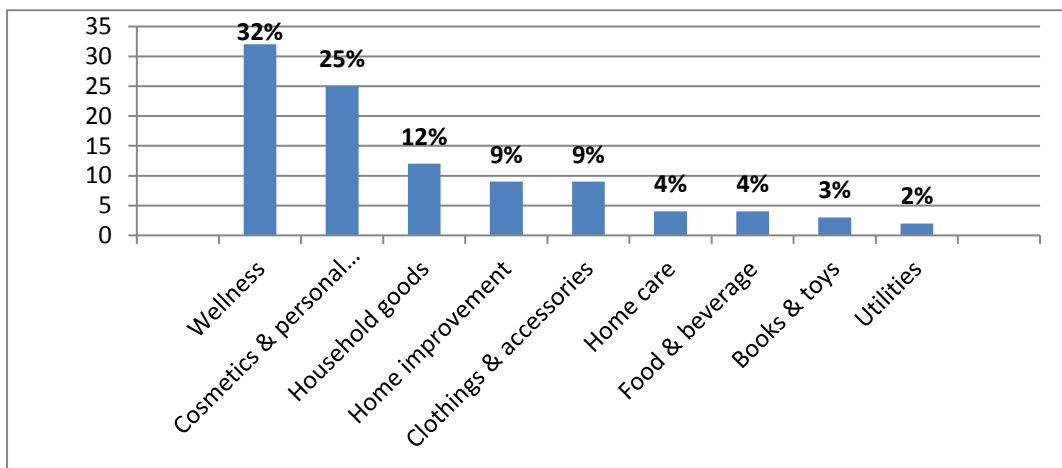
(4) Figures based on DSA member companies and not the entire industry.

(5) WFDSA research estimate.

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



Breakdown of sales per product categories - 2016



**EVOLUTION OF SALES IN EUROPE 2012-2016
IN BN€ EXCL VAT**

