

PRESS RELEASE
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DIRECT SELLING CONTINUES TO SHOW SUSTAINED GROWTH IN EUROPE¹

Another successful year for direct selling with strong sales in wellness and cosmetics

The European Direct Selling Association (Seldia) is pleased to note that the European direct selling sector has continued to grow in Europe in 2016. The sector has grown its sales with 3% in 2016 to reach 32.9 billion euros, and has seen a particular strong consumer interest in wellness, cosmetics & personal care products, which are the top product categories in the region.

Europe is the third largest direct selling market globally with a 20% share of sales. The region has seen a steady upward trend in direct sales for the last few years and is forecasted to continue growing². In 2016, the sector saw increased growth rates across the vast majority of European markets, with Germany, France and the UK as the European top direct selling countries.

“We are happy to see such positive developments for direct selling in Europe”, says Seldia’s Executive Director Katarina Molin. “While retail remains a very competitive sector where consumer demands and choice continues to advance, the growth of direct selling shows that the sales channel, which offers direct and personal recommendations to the consumer, is a highly appreciated way of shopping”.

For the first time wellness products are the top product category in Europe (32%), followed by cosmetics & personal care (25%). “We are seeing an increased consumer focus on health and beauty across all age groups”, says Molin. “Direct selling has proven to be a trusted channel for consumers looking to combine a focus on a healthy lifestyle with both high quality skincare and nutritional products and we expect to see continued strong growth in these product categories over the next couple of years”.³

Notes to the editor

SELDIA (www.seldia.eu) is the representative body for the direct selling sector in Europe, whose members include 28 European Direct Selling Associations and 19 multinational corporate members.

Direct selling is a method of marketing and retailing goods and services directly to the consumers, in their homes or other location away from permanent retail premises. Direct selling is usually conducted in a face-to-face manner, either where products are demonstrated to an individual or a group. Direct selling can also be a catalogue left with the consumer, where the direct sales representative calls later to collect orders. Unlike direct marketing or mail order, direct selling is based principally on personal contact with the consumer.

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¹ ©World Federation of Direct Selling Association (WFDSA) and the European Direct Selling Association (Seldia) 2017

² Direct Selling and Communities in the Internet Age – Euromonitor International 2017

³ Please see www.seldia.eu for further details on the 2016 European direct selling statistics