

Direct Selling in Europe: 2014 retail sales excl. VAT

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| Countries | 2014 Sales(1) | | 2014 Nr of Direct Sellers (3) | |
|--------------------|---------------------------|-----------------|-------------------------------|------------|
| | Local currency (millions) | EURO (millions) | Nr | % women |
| Austria (5) | 224 | 224 | 165270 | na |
| Belgium (5) | 193 | 193 | 20910 | na |
| Bulgaria (2) (5) | 158 | 81 | 118340 | na |
| Croatia | 320 | 42 | 39986 | 80% |
| Czech Rep(2)(5) | 6432 | 234 | 276390 | na |
| Denmark (2) (5) | 486 | 65 | 62580 | na |
| Estonia (4) | 31 | 31 | 36150 | 95% |
| Finland | 184 | 184 | 84120 | 86% |
| France | 4001 | 4001 | 572000 | 80% |
| Germany (6) | 6686 | 6686 | 414057 | 75% |
| Greece (5) | 151 | 151 | 194290 | na |
| Hungary | 53305 | 173 | 470544 | 69% |
| Ireland | 27 | 27 | 24000 | 75% |
| Italy | 2419 | 2419 | 508943 | 75% |
| Latvia (4) | 30 | 30 | 47093 | 96% |
| Lithuania | 94 | 94 | 103336 | 95% |
| Luxembourg | 42 | 42 | 2700 | na |
| Netherlands | 119 | 119 | 48144 | 71% |
| Poland | 3740 | 894 | 970933 | 87% |
| Portugal (5) | 209 | 209 | 195180 | na |
| Romania (2)(5) | 1250 | 281 | 302500 | na |
| Slovakia (5) | 130 | 130 | 180380 | na |
| Slovenia | 15 | 15 | 21000 | 75% |
| Spain | 634 | 634 | 205265 | 68% |
| Sweden | 2241 | 246 | 99891 | 80% |
| UK | 2367 | 2974 | 544000 | 75% |
| Total EU | | 20177 | 5708002 | 79% |
| Norway (2) | 838 | 100 | 102762 | 80% |
| Russia (2) | 138305 | 2714 | 5425830 | 88% |
| Switzerland (2)(5) | 306 | 252 | 156210 | na |
| Turkey (2) | 1920 | 661 | 1145768 | 84% |
| Ukraine (2) | 5674 | 359 | 1041940 | 85% |
| Others (5) | 371 | 279 | 369700 | na |
| Total | | 24542 | 13950212 | 84% |

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- (1) Sales figures are expressed at estimated retail level excl. VAT and based on the size of the entire industry unless otherwise noted.
- (2) Average annual exchange rates for 2014 from the European Central Bank were used to convert local currency to euro.
- (3) Direct sellers are individuals who are career minded entrepreneurs building their own business, or part-time entrepreneurs earning extra income. All enjoy significant discounts on products. Some choose only to enjoy and use the products and not to sell at all.
- (4) Figures based on DSA member companies and not the entire industry.
- (5) WFDSA research estimate.
- (6) The German DSA (Bundesverband Direktvertrieb Deutschland - BDD) commissions the University of Mannheim to conduct its annual statistic research. Final 2014 report will be published in August. Preliminary figures indicate the size of the German market at 15,3 billion €, including VAT, based on a broader definition of direct selling than that used by WFDSA. In 2014, BDD is not including the construction and finance/insurance sectors. For the sake of comparability, WFDSA has further excluded items such as VAT, energy and telecommunications sectors.

