



The European
Direct Selling Association

PRESS RELEASE
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DIRECT SELLING CONTINUES TO GROW IN 2019

The direct selling sector in the European Union has shown a 1,3% increase in total sales in 2019 amounting to € 30.3 bn, driven by strong national markets such as Germany and France, which are amongst the top ten global markets, but also by smaller markets such as the Baltic States (Lithuania, Estonia, Latvia) and Romania. The United Kingdom, the third largest market in Europe, has already seen the impact of Brexit and registered a 6% decrease in total sales.

The European region remains stable, occupying the third segment in the global sales chart, after the Asia-Pacific area and the Americas. The legislative framework in Europe is the backbone of the region's continued stability, offering companies and people active in direct selling a clear outlook over the future, as well as maintaining a healthy work environment with an increasing demand for alternative job opportunities such as those in direct selling.

The wellness sector remains the leader in sales and continues to grow in Europe, with cosmetics following in second place and registering a slight increase in 2019 sales. The other top categories of products enjoyed by European consumers are household goods, home improvement appliances and clothing and accessories.

Click [here](#) for more information about the European direct selling market, and [here](#) for global direct selling statistics.

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 17 multinational corporate members.

Direct selling is a method of marketing and retailing goods and services directly to consumers, in their homes or at other location away from permanent retail premises. Direct selling is usually conducted in a face-to-face manner, physically or online, where products are demonstrated to an individual or a group. Direct selling can also be a catalogue left with the consumer, where the 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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