

Excl. VAT - Published 12 June 2019

Countries	2018 Sales ⁽¹⁾			2018- Individuals active in direct selling ⁽³⁾	
	Local currency (millions)	EURO ⁽²⁾ (millions)	% Sales changes with 2017	Number	% of women
Austria ⁽⁴⁾	254	254	1,5% ▲	299284	67%
Belgium ⁽⁴⁾	184	184	-5,0% ▼	41470	75%
Bulgaria ⁽⁴⁾	159	81	6,7% ▲	207090	NA
Croatia ⁽⁴⁾	275	37	1,9% ▲	36469	80%
Cyprus ⁽⁴⁾	7	7	1,1% ▲	8790	NA
Czech Rep	7668	298	9,5% ▲	337097	80%
Denmark	599	80	3,6% ▲	66967	NA
Estonia	49	49	2,1% ▲	45100	90%
Finland	151	151	-15,1% ▼	75890	86%
France	4562	4562	3,0% ▲	698378	80%
Germany	14843	14843	0,2% ▲	889004	80%
Greece ⁽⁴⁾	118	118	0,0% -	132444	NA
Hungary	59960	118	11,8% ▲	521701	63%
Ireland ⁽⁴⁾	44	44	5,7% ▲	25270	70%
Italy	2805	2805	-2,0% ▼	544000	63%
Latvia	65	65	5,0% ▲	62900	90%
Lithuania	84	84	5,0% ▲	82500	93%
Luxembourg	40	40	-7,0% ▼	2500	90%
Malta ⁽⁴⁾	10	10	-1,0% ▼	8690	NA
Netherlands	123	123	-2,6% ▼	99008	NA
Poland	4289	997	4,5% ▲	880000	85%
Portugal	229	229	3,0% ▲	183882	78%
Romania ⁽⁴⁾	1770	380	12,2% ▲	420805	NA
Slovakia	164	164	5,7% ▲	203734	78%
Slovenia	20	20	-6,9% ▼	18914	70%
Spain	764	764	-1,2% ▼	248965	71%
Sweden	2149	210	-1,9% ▼	154586	71%
UK	2,680	2996	-7,6% ▼	563120	75%
Total EU		29713	-0,1% ▼	6858558	77%
Norway ⁽⁴⁾	1371	138	-10,0% ▼	80200	80%
Russia	15533	1956	-5,0% ▼	4721663	81%
Switzerland ⁽⁴⁾	325	288	7,0% ▼	158615	75%
Turkey ⁽⁴⁾	2824	466	5,8% ▲	1387000	85%
Ukraine	9151	290	11,4% ▲	805643	80%
Others ⁽⁴⁾	na	387	0,0% -	351040	NA
Total		33238	-2,2% ▼	14362719	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) Exchange rates for 31 December 2018 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 (typically devoting more than 30 hours/week to direct selling activities), or part-time entrepreneurs earning additional income (typically devoting less than 30 hours/week to their direct selling activities). Others may have joined primarily to purchase favourite products at a discount price.

(4) WFDSA research estimate.