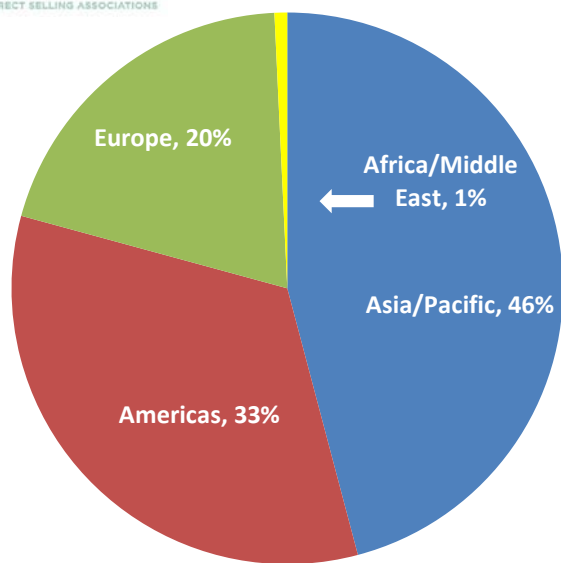




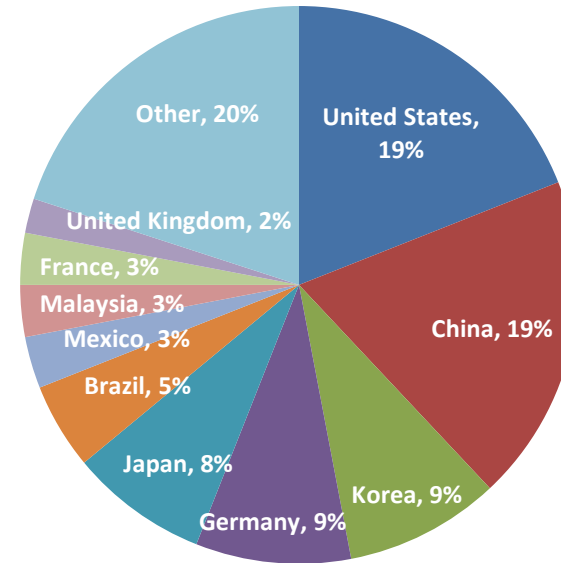
Global Direct Selling - 2016 Retail Sales

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Regional Sales



Top 10 Global Markets

Global Industry: \$182,556 (USD millions), Up 1.9% in Constant 2016 USD

Region/Country	2016 Retail Sales (1)		% Sales Change (YOY) in Constant 2016 USD (2)	3-Year CAGR in Constant 2016 USD (2013-16)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
Global	na	182,556	1.9% ▲	5.2%	107,337,983
Asia/Pacific	na	83,750	1.1% ▲	6.7%	53,469,755
Australia (4)	1,600	1,185	8.0% ▲	2.4%	641,000
China (5)	225,017	33,888	1.9% ▲	12.9%	na
Hong Kong (4)	2,807	362	-2.9% ▼	-11.0%	199,126
India	79,276	1,180	4.2% ▲	4.8%	4,031,262
Indonesia	15,750,900	1,184	10.0% ▲	10.3%	14,003,000
Japan	1,665,000	15,305	-6.2% ▼	-1.6%	3,112,000
Kazakhstan	81,400	238	19.0% ▲	9.5%	871,993
Korea	19,564,000	16,862	3.8% ▲	6.7%	6,973,000
Malaysia	20,000	4,819	1.2% ▲	6.6%	4,000,000
New Zealand	238	165	-19.2% ▼	-5.6%	108,510
Philippines	59,289	1,248	5.0% ▲	6.6%	4,360,650
Singapore	529	384	3.5% ▲	1.3%	407,277
Taiwan	117,333	3,642	9.8% ▲	7.1%	2,783,000
Thailand	93,333	2,644	1.0% ▲	0.0%	11,200,000
Vietnam	9,450,000	427	-2.5% ▼	3.2%	637,637
Other Asia/Pacific (5)	na	218	1.0% ▲	7.6%	141,300
Africa/Middle East	na	1,360	9.5% ▲	6.0%	3,030,393
Africa	na	1,139	9.8% ▲	5.6%	2,204,923
Morocco (5)	1,123	114	3.0% ▲	6.7%	289,700
South Africa	9,013	613	18.3% ▲	9.1%	1,353,223
Other Africa (5)	na	412	1.0% ▲	1.0%	562,000
Middle East	na	221	7.5% ▲	8.2%	825,470
Israel (5)	200	52	0.0% ▬	1.7%	26,149
United Arab Emirates (4)	40	11	15.0% ▲	na	552,321
Other Middle East (5)	na	158	9.7% ▲	8.1%	247,000
Americas	na	60,898	1.1% ▲	3.3%	35,966,338
North America	na	37,457	-1.3% ▼	3.0%	21,783,000
Canada	2,549	1,917	5.8% ▲	5.1%	1,283,000
United States	35,540	35,540	-1.6% ▼	2.8%	20,500,000

Region/Country	2016 Retail Sales (1)		% Sales Change (YOY) in Constant 2016 USD (2)	3-Year CAGR in Constant 2016 USD (2013-16)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
South & Central America	na	23,441	5.1% ▲	3.9%	14,183,338
Argentina (6)	26,924	1,824	41.2% ▲	37.4%	798,000
Bolivia (4)(5)	2,433	352	5.8% ▲	1.2%	320,920
Brazil	30,326	8,689	-0.1% ▼	-0.3%	4,335,834
Chile	401,528	593	7.0% ▲	7.3%	374,800
Colombia	7,293,117	2,388	5.6% ▲	8.8%	2,327,944
Ecuador	949	949	-0.7% ▼	2.9%	902,302
Mexico	109,250	5,855	3.7% ▲	1.7%	2,600,000
Peru	5,646	1,695	7.1% ▲	5.8%	674,103
Uruguay (4)(5)	2,321	77	2.6% ▲	7.7%	95,878
Venezuela (2)(5)(6)	77,450	157	86.9% ▲	69.2%	769,015
Central America/Caribbean (5)	na	833	5.0% ▲	3.3%	956,362
Other South & Central America (5)	na	29	5.0% ▲	4.7%	28,180
Europe	na	36,548	4.8% ▲	4.9%	14,871,497
Western Europe	na	30,476	4.1% ▲	5.0%	4,134,130
Austria (5)	232	258	2.0% ▲	2.0%	165,089
Belgium (5)	215	239	9.4% ▲	4.2%	45,000
Denmark	551	82	3.1% ▲	5.3%	64,000
Finland	192	213	2.4% ▲	2.1%	83,868
France	4,111	4,568	-0.7% ▼	0.9%	671,920
Germany	14,290	15,878	4.3% ▲	5.2%	865,883
Greece	124	138	-8.2% ▼	-8.9%	170,917
Ireland (4)	38	42	3.4% ▲	-8.7%	26,000
Italy	2,791	3,101	5.5% ▲	6.2%	546,400
Luxembourg	43	48	3.6% ▲	1.2%	2,800
Netherlands	147	164	16.2% ▲	10.1%	93,363
Norway	1,316	157	6.1% ▲	6.9%	87,000
Portugal	238	265	2.4% ▲	4.6%	206,400
Spain	780	866	8.6% ▲	9.9%	252,437
Sweden	2,335	273	-1.8% ▼	0.4%	103,833
Switzerland (5)	319	323	4.5% ▲	1.7%	156,040
United Kingdom	2,845	3,845	7.5% ▲	10.1%	575,000
Other Western Europe (5)	19	19	4.0% ▲	-0.9%	18,180
Central & Eastern Europe	na	6,072	8.2% ▲	4.2%	10,737,367
Bulgaria	155	87	7.4% ▲	0.4%	195,824
Croatia	278	41	-5.6% ▼	1.1%	41,887
Czech Republic	6,849	280	6.7% ▲	2.0%	288,009
Estonia	46	51	4.2% ▲	0.9%	45,051
Hungary	56,797	202	0.9% ▲	0.2%	491,914
Latvia	59	66	3.5% ▲	2.2%	62,438
Lithuania	75	83	5.6% ▲	3.2%	81,469
Poland	4,209	1,068	5.2% ▲	4.4%	980,791
Romania (5)	1,470	360	11.9% ▲	6.0%	350,000
Russia	145,207	2,172	11.1% ▲	1.7%	5,148,803
Slovakia	146	162	6.6% ▲	3.6%	194,500
Slovenia	22	24	3.8% ▲	5.6%	17,892
Turkey (5)	2,281	755	10.0% ▲	9.5%	1,436,794
Ukraine	7,551	296	4.2% ▲	9.2%	1,032,635
Other Central & Eastern Europe (5)	na	424	8.0% ▲	9.6%	369,360

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(1) Sales figures are expressed at Estimated Retail level and exclude Value Added Tax. Figures are based on the size of the entire industry, unless otherwise noted.

(2) Sales figures for 2015 and 2016 are expressed in US Constant 2016 Dollars to exclude the impact of foreign exchange and ensure comparability. Average annual exchange rates from the International Monetary Fund (IMF), secondarily, from OANDA have been used to convert data from local currency to US dollars. An exception is Venezuela, where an average of SIMADI/DICOM exchange rates from www.venezuelaecon.com was calculated.

(3) Independent Representatives include individuals who are career minded entrepreneurs building their own businesses ... or part-time entrepreneurs earning extra income. Most enjoy significant discounts on products. In fact, some choose only to enjoy and use the products and not to sell at all.

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

(5) WFDSA research estimate

(6) Argentina and Venezuela are highly inflationary markets. As of April 2017, for Argentina, the IMF forecasts inflation of 26% for 2017, but a real increase in the economy of 2%. That is GDP in constant prices will increase 2%. For Venezuela, the IMF forecasts inflation of 720% and a real decrease in the economy of 7%.