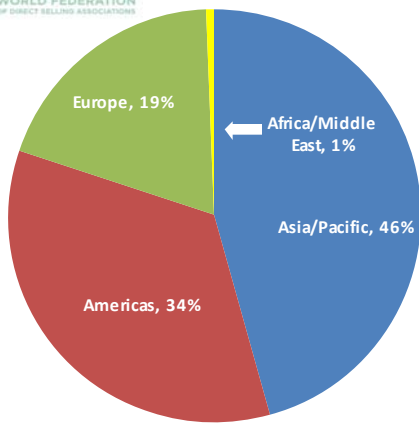




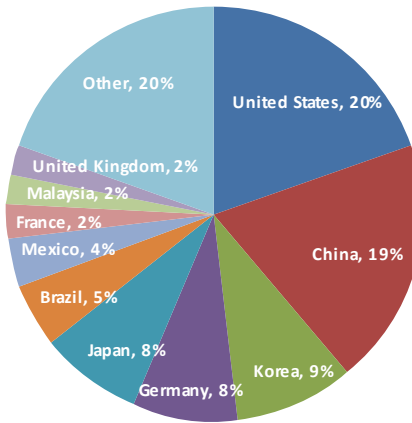
Global Direct Selling - 2015 Retail Sales

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Regional Sales



Top 10 Global Markets

Global Industry: \$183,729 (USD millions), Up 7.7% in Constant 2015 USD

Region/Country	2015 Retail Sales (1)		% Sales Change (YOY) in Constant 2015 USD (2)	3-Year CAGR in Constant 2015 USD (2012-15)	Direct Sellers (3)
	Local Currency (millions)	USD (millions)			
Global	na	183,729	7.7% ▲	7.2%	103,277,493
Asia/Pacific	na	84,084	11.1% ▲	10.6%	51,922,926
Australia (4)	1,482	1,113	-5.6% ▼	0.6%	593,356
China (6)	220,784	35,456	19.0% ▲	22.5%	na
Hong Kong (4)	2,955	381	-16.9% ▼	-10.6%	203,139
India	76,058	1,186	6.2% ▲	7.2%	3,929,105
Indonesia	14,319,400	1,069	12.9% ▲	11.9%	12,730,100
Japan (5)	1,775,000	14,664	-0.1% ▼	-0.7%	3,311,000
Kazakhstan (5)	68,430	309	8.2% ▲	4.0%	362,000
Korea	19,106,612	16,891	12.7% ▲	7.5%	6,737,546
Malaysia	17,330	4,437	7.0% ▲	9.4%	4,800,000
New Zealand	295	206	13.0% ▲	4.8%	104,256
Philippines (5)	56,466	1,241	6.8% ▲	9.8%	4,153,000
Singapore (5)	512	372	-0.1% ▼	3.7%	412,224
Taiwan	106,400	3,354	6.1% ▲	6.6%	2,300,000
Thailand	92,400	2,698	3.1% ▲	0.3%	11,000,000
Vietnam	10,666,000	492	20.0% ▲	25.4%	1,150,000
Other Asia/Pacific (5)	na	216	11.0% ▲	11.7%	137,200
Africa/Middle East	na	1,283	4.3% ▲	3.2%	1,705,836
Africa	na	1,117	3.9% ▲	3.5%	1,582,687
Morocco (5)	1,090	112	3.3% ▲	-10.6%	153,200
South Africa	7,620	597	3.8% ▲	5.4%	1,184,887
Other Africa (5)	na	408	4.1% ▲	6.1%	244,600
Middle East	na	166	7.4% ▲	1.1%	123,149
Israel (5)	200	51	2.0% ▲	0.0%	26,149
Other Middle East (5)	na	115	10.0% ▲	1.7%	97,000
Americas	na	62,934	4.6% ▲	4.8%	35,098,595
North America	na	37,753	4.7% ▲	4.2%	20,993,722
Canada	2,089	1,633	3.1% ▲	-2.0%	793,722
United States	36,120	36,120	4.8% ▲	4.5%	20,200,000

Region/Country	2015 Retail Sales (1)		% Sales Change (YOY) in Constant 2015 USD (2)	3-Year CAGR in Constant 2015 USD (2012-15)	Direct Sellers (3)
	Local Currency (millions)	USD (millions)			
South & Central America	na	25,181	4.4% ▲	5.7%	14,104,873
Argentina (7)	19,071	2,066	33.3% ▲	36.3%	750,000
Bolivia (4)(5)	2,300	333	1.7% ▲	4.9%	306,514
Brazil	30,370	9,125	-0.9% ▼	2.1%	4,571,625
Chile (5)	375,197	574	11.9% ▲	7.7%	440,132
Colombia	6,740,876	2,458	7.8% ▲	7.8%	2,181,174
Ecuador (5)	956	956	3.7% ▲	6.0%	1,070,000
Mexico	109,820	6,930	2.5% ▲	4.7%	2,200,000
Peru (4)	5,123	1,609	3.5% ▲	2.5%	538,155
Uruguay (5)	2,262	83	4.0% ▲	13.1%	94,090
Venezuela (2)(5)	41,440	228	85.0% ▲	43.9%	978,390
Central America/Caribbean (5)	na	793	3.0% ▲	2.3%	946,893
Other South & Central America (5)	na	27	5.0% ▲	6.0%	27,900
Europe	na	35,427	5.7% ▲	4.3%	14,550,136
Western Europe	na	29,538	6.3% ▲	4.7%	4,051,613
Austria (5)	227	252	1.7% ▲	1.4%	166,757
Belgium (5)	197	218	1.6% ▲	2.7%	21,244
Denmark (5)	534	79	10.0% ▲	1.3%	68,400
Finland	187	207	1.6% ▲	1.7%	82,598
France	4,140	4,590	2.5% ▲	2.5%	640,215
Germany	13,697	15,185	6.5% ▲	5.2%	838,833
Greece (5)	135	150	-10.8% ▼	-7.5%	197,787
Ireland	37	41	36.2% ▲	-11.5%	25,000
Italy	2,647	2,934	9.4% ▲	4.7%	514,500
Luxembourg	42	46	0.0% ▬	0.0%	2,700
Netherlands (5)	114	127	3.0% ▲	3.9%	56,280
Norway (5)	870	108	3.8% ▲	2.2%	104,406
Portugal (5)	233	258	11.4% ▲	5.2%	216,845
Spain (5)	618	685	-2.5% ▼	-0.8%	208,549
Sweden (5)	2,393	284	6.8% ▲	0.3%	106,883
Switzerland (5)	306	318	-0.2% ▼	-1.5%	157,616
United Kingdom	2,645	4,039	11.8% ▲	9.8%	625,000
Other Western Europe (5)	18	18	-10.0% ▼	-1.9%	18,000
Central & Eastern Europe	na	5,889	2.3% ▲	2.2%	10,498,523
Bulgaria (5)	170	96	7.4% ▲	5.4%	195,840
Croatia (5)	294	43	-8.0% ▼	4.1%	40,945
Czech Republic (5)	6,419	261	-0.2% ▼	-0.9%	276,666
Estonia (4)	30	33	-2.0% ▼	1.4%	35,325
Hungary (5)	56,290	202	5.6% ▲	-1.9%	476,661
Latvia (4)	30	33	1.1% ▲	3.1%	48,726
Lithuania	27	30	1.3% ▲	4.0%	104,473
Poland	4,002	1,062	7.0% ▲	4.2%	937,076
Romania (5)	1,314	328	5.1% ▲	2.9%	307,500
Russia	130,699	2,145	-5.5% ▼	-0.9%	5,148,803
Slovakia (5)	137	152	5.3% ▲	1.7%	189,940
Slovenia (5)	16	18	3.0% ▲	-7.5%	21,630
Turkey (5)	2,074	762	8.0% ▲	6.9%	1,306,176
Ukraine	7,245	332	27.7% ▲	5.9%	1,050,162
Other Central & Eastern Europe (5)	na	393	6.0% ▲	7.5%	358,600

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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 2014 and 2015 are expressed in US Constant 2015 Dollars to exclude the impact of foreign exchange and ensure comparability. Average annual exchange rates from the International Monetary Fund and, secondarily, from OANDA have been used to convert data from local currency to US dollars. An exception is Venezuela, where exchange rates used by several direct selling companies in the market were researched.

(3) Direct Sellers 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) WFDSA research estimate, based on article: **2015 Performance Assessment: Direct Sales Soar**, dated February 3, 2016

(7) Argentina is a highly inflationary market. As of April 2016, the IMF forecasts inflation of 29% for 2016, but a real decline in the economy of 1%. That is GDP in constant prices will fall 1%.