

Direct Selling in Europe: 2014 retail sales excl. VAT

published on 10 July 2015

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%

©Copyright WFDSA/Seldia 2015 na=not available

(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.

