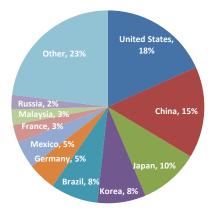
## WDSA

## **Global Direct Selling - 2013 Retail Sales**

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**Top 10 Global Markets** 

## Global Industry: \$178,521 (US\$ millions), Up 8.1% in Constant 2013 US\$

		2013 Retail	Sales (1)				
	ľ	Local		% Sales Change		3-Year	
		Currency	US\$	(YOY) in Constant		CAGR	Independent
Region/Country		(millions)	(millions)	2013 US\$	(2)	(2010-13)	Contractors (3)
Global		na	178,521	8.1%		6.8%	96,257,67
Asia/Pacific		na	77,569	12.6%		8.2%	50,246,54
Australia	(4)	1,490	1,438	2.3%		-2.3%	505.62
China	(5)	169,433	27,346	41.0%	_	23.3%	r
Hong Kong	(4)	3,978	513	-3.7%	$\overline{}$	18.6%	614.64
India	( )	68,859	1,175	11.7%	_	20.0%	5,775,34
Indonesia	(6)	11,743,800	1,123	15.0%		12.0%	10,256,40
Japan	, ,	1,747,000	17,901	-3.6%	$\overline{}$	-4.4%	3,259,00
Kazakhstan	(6)	62,000	408	2.0%		6.3%	320,00
Korea	, ,	15,841,093	14,469	2.9%	_	8.0%	5,499,81
Malaysia		14,680	4,659	1.8%		4.7%	4,250,00
New Zealand		283	232	10.3%	_	4.8%	94,96
Philippines		49,000	1,154	14.8%	_	17.8%	3,933,21
Singapore	(6)	510	407	11.0%	_	8.5%	429,38
Taiwan		93,333	3,145	6.4%		4.8%	2,900,00
Thailand		93,366	3,039	1.9%	_	5.3%	11,100,00
Vietnam		8,068,120	386	49.0%		28.5%	1,183,15
Other Asia/Pacific	(6)	na	175	13.0%	_	7.9%	125,00
Africa/Middle East		na	1,284	6.9%	_	11.3%	1,496,58
Africa		na	1,132	9.2%		13.7%	1,391,89
Morocco		103	12	-39.3%		5.7%	87,11
South Africa	(4)	6,948	720	6.7%		6.8%	1,064,78
Other Africa	(6)	na	400	17.0%		33.6%	240,00
Middle East		na	152	-7.7%		-1.8%	104,68
Israel	(6)	190	53	-5.0%		0.2%	24,68
Other Middle East	(6)	na	99	-9.0%		-2.9%	80,00
Americas		na	68,049	5.7%		6.7%	31,786,76
North America		na	34,689	2.7%	_	4.2%	17,589,15
Canada		2,080	2,019	-6.4%	~	-1.9%	789,15
United States		32,670	32,670	3.3%		4.6%	16,800,00

		2013 Retail Sales (1)					
		Local		% Sales Change		3-Year	
		Currency	US\$	(YOY) in Con		CAGR	Independent
Region/Country		(millions)	(millions)	2013 US\$		(2010-13)	Contractors (3)
South & Central America		na	33,360	9.1%	<u> </u>	9.6%	14,197,603
Argentina		10,390	1,903	38.0%	_	28.1%	700,000
Bolivia	(4)(6)	2,351	340	18.0%	_	29.4%	306,512
Brazil	( )(-)	30,589	14,188	7.2%	_	8.6%	4,504,001
Chile	(6)	259,783	525	8.0%	_	7.7%	347,856
Colombia	(-)	6,140,397	3,286	6.7%	_	11.6%	2,342,422
Ecuador		870	870	8.5%		10.2%	944,000
Mexico		103,752	8,123	8.5%	_	6.5%	2,135,694
Peru	(4)	5,033	1,863	5.7%		8.3%	449,302
Uruguay	(6)	1,859	91	19.0%		12.5%	77,903
Venezuela	(2)	16,000	1,391	15.0%		15.7%	1,417,950
Central America/Caribbean	(6)	na	755	2.0%		8.1%	946,893
Other South & Central America	(6)	na	25	9.0%		14.4%	25,070
Certer South & Certeral / Wherea	(0)	nu		3.070		14.470	23,070
Europe		na	31,620	2.9%		3.6%	12,727,787
Western Europe		na	23,280	3.3%	_	3.7%	2,898,430
Austria	(4)(6)	182	242	0.0%		-3.0%	14,728
Belgium	(4)(6)	140	186	5.0%		2.2%	18,100
Denmark	(6)	330	59	-8.3%	<del>-</del>	-1.9%	32,830
Finland	(6)	180	239	1.0%	_	1.1%	79,638
France	(0)	4,000	5,312	3.9%		3.4%	534,672
Germany	(7)	6,380	8,473	4.2%		5.8%	376,415
Greece	(4)(6)	123	164	-3.8%	<del>-</del>	-9.0%	270,331
Ireland	(4)(0)	50	66	-5.7%	~	-2.7%	21,000
Italy		2,332	3,097	1.2%	<u> </u>	-1.2%	521,642
Luxembourg		42	55	0.0%		15.9%	2,700
Netherlands		111	147	8.6%		5.2%	53,057
Norway	(6)	807	137	-1.0%	<b>—</b>	4.1%	99,000
Portugal	` '	107	142	4.0%	<u> </u>	-1.4%	107,900
Spain	(4)	608	807	-4.0%	<b>—</b>	-3.8%	
Sweden		2,309	355	-4.0%	<u></u>	-3.8% -4.2%	202,008 112,969
Switzerland	(6)	413	446	-5.0%	~	-4.2%	
	(6)	2,134	3,334	6.7%	<u> </u>	-0.8% 10.4%	12,250 420,000
United Kingdom	(6)		5,534 19	1.0%	<u>A</u>	-0.2%	
Other Western Europe  Central & Eastern Europe	(6)	na na	8,340	1.0%		3.5%	19,190 9,829,356
•	(6)	121	83	5.5%	<u>A</u>	8.1%	
Bulgaria Croatia	(6)	269	47	3.0%		-23.3%	117,208
	(6)	5,974			<b>—</b>		33,630
Czech Republic	(4)(6)		305	-2.1%	<u> </u>	-7.3% 20.5%	246,506
Estonia	(4)	30	40	3.9%	<b>—</b>		34,388
Hungary	(4)	56,468	252	-5.4%		7.5%	473,725
Latvia	(4)	29	39			10.3%	45,563
Lithuania		314	121	8.2%	<u> </u>	8.7%	101,358
Poland	(4)(5)	2,775	878	4.7%	^	6.8%	
Romania	(4)(6)	1,068	321	2.3%		12.2%	292,561
Russia	(4)(5)	137,936	4,333			3.3%	
Slovakia	(4)(6)	110	146	1.0%		15.3%	
Slovenia	(4)	18	24		^	-1.2%	
Turkey	(4)	1,337	702	2.5%		7.6%	863,475
Ukraine	(6)	5,801	726		^	-1.6%	
Other Central & Eastern Europe	(6)	na	322	2.0%		2.2%	322,320

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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 2012 and 2013 are expressed in US Constant 2013 Dollars to exclude the impact of foreign exchange and ensure comparability. Average annual exchange rates from the International Monetary Fund have been used to convert data from local currency to US dollars. A notable exception is Venezuela, where the official SICAD exchange rate has been used.
(3) The Direct Selling Independent Contractors include individuals who are career minded entrepreneurs building their own businesses ... or part-time entrepreneurs earning extra income. All 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) Source: Knowledge Economy China Direct Selling Magazine (February 2014)
(6) WFDSA research estimate
(7) The German DSA (Bundesverband Direktvertrieb Deutschland - BDD) commissions the University of Mannheim to conduct its annual statistical research; final report to be published in August. Preliminary figures indicate the size of the German market at £14.6 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 global comparability, WFDSA has further excluded items such as VAT, Energy, and Telecommunications.