

The European Direct Selling Association

## Direct Selling in Europe: 2020 retail sales

Excl. VAT - Published 1st July 2021

Bulgaria (4)   161   82   0.0%   -   200710   87%     Croatia (4)   288   38   0.0%   -   41516   NA     Cyprus (4)   8   8   7.0%   10310   NA     Czech Rep   8108   306   7.4%   428127   78%     Denmark   659   88   10.0%   71456   NA     Estonia   51   51   2.8%   42450   90%     Finland   125   125   -8.8%   ¥ 58718   83%     France   4492   4302   -3.0%   ¥ 713770   80%     Germany   15730   15730   0.9%   911164   NA     Greece (4)   104   104   -5.0%   ¥ 125822   NA     Hungary (4)   64457   184   7.5%   521701   NA     Ireland (5)   38   38   23.3%   25366   87%     Italy   2483   2483   -6.1%   € 615000   70%     Luxembourg   42   42   0.0%   2750   NA	Countries	2020 Sales (1)				2020 - Individuals active in direct selling (3)	
Belgium (4)   183   183   5.0%   ▲   34680   NA     Bulgaria (4)   161   82   0.0%   -   200710   87%     Croatia (4)   288   38   0.0%   -   41516   NA     Cypus (4)   8   8   7.0%   ▲   10310   NA     Czech Rep   8108   306   7.4%   ▲   428127   78%     Denmark   659   88   10.0%   ~   71456   NA     Estonia   51   51   2.8%   ▲   42450   90%     Finland   125   125   -8.8%   ▼   58718   83%     France   4492   4492   -3.0%   ▼   713770   80%     Germany   15730   15730   0.9%   ▲   911164   NA     Ireland (5)   38   38   23.3%   ▲   25366   87%     Italy   2483   2483   -6.1%   ▼   615000   70%     Latvia   75   75   10.1%   64250   90%				changes		Number	
Bulgaria (4)   161   82   0.0%   -   200710   87%     Croatia (4)   288   38   0.0%   -   41516   NA     Cyprus (4)   8   8   7.0%   ▲   10310   NA     Czech Rep   8108   306   7.4%   ▲   428127   78%     Denmark   659   88   10.0%   ▲   71456   NA     Estonia   51   51   2.8%   42450   90%     Finland   125   125   -8.8%   58718   83%     Germany   15730   15730   0.9%   4   911164   NA     Greece (4)   104   104   -5.0%   ¥   125822   NA     Hungary (4)   64457   184   7.5%   ▲   521701   NA     Ireland (5)   38   38   23.3%   ▲   25366   87%     Italy   2483   2483   -6.1%   ¥   615000   70%     Latvia   75   75   10.1%   ▲   4250   90%	Austria (4)	277	277	9.0%		305269	NA
Croatia (4)   288   38   0.0%   -   41516   NA     Cyprus (4)   8   8   7.0%   10310   NA     Czech Rep   8108   306   7.4%   428127   78%     Denmark   659   88   10.0%   71456   NA     Estonia   51   51   2.8%   42450   90%     Finland   125   125   -8.8%   ¥58718   83%     France   4492   4492   -3.0%   ¥713770   80%     Germany   15730   15730   0.9%   911164   NA     Greece (4)   104   104   -5.0%   ¥125822   NA     Hungary (4)   64457   184   7.5%   \$21701   NA     Ireland (5)   38   38   23.3%   \$25366   87%     Italy   2483   2483   -6.1%   €15000   70%     Luxembourg   42   42   0.0%   -   2750   NA     Malta (4)   8   8   -7.4%   9125   0%   \$28%	Belgium (4)	183	183	5.0%		34680	NA
Cyprus (4)   8   8   7.0%   ▲   10310   NA     Czech Rep   8108   306   7.4%   ▲   428127   78%     Denmark   659   88   10.0%   ▲   71456   NA     Estonia   51   51   2.8%   ▲   42450   90%     Finland   125   125   -8.8%   ✓   58718   83%     France   4492   4492   -3.0%   ✓   713770   80%     Germany   15730   15730   0.9%   ▲   911164   NA     Ingary (4)   64457   184   7.5%   ▲   521701   NA     Ireland (5)   38   38   23.3%   ▲   25366   87%     Italy   2483   2483   -6.1%   ✓   615000   70%     Latvia   75   75   10.1%   ▲   64250   90%     Luxembourg   42   42   0.0%   -   2750   NA     Mata (4)   8   8   -7.4%   9125   0%	Bulgaria (4)	161	82	0.0%	-	200710	87%
Dental (y)     Biol     306     7.4%     428127     78%       Denmark     659     88     10.0%     71456     NA       Estonia     51     51     2.8%     42450     90%       Finland     125     125     -8.8%     ✓     58718     83%       France     4492     4492     -3.0%     ✓     713770     80%       Germany     15730     15730     0.9%     911164     NA       Greece (4)     104     104     -5.0%     ✓     125822     NA       Hungary (4)     64457     184     7.5%     521701     NA       Ireland (5)     38     38     23.3%     25366     87%       Italy     2483     2483     -6.1%     ✓     615000     70%       Latvia     75     75     10.1%     ▲     64250     90%       Luxembourg     42     42     0.0%     -     2750     NA       Malta (4)     8     8     <	Croatia (4)	288	38	0.0%	-	41516	NA
Denmark     659     88     10.0%     ▲     71456     NA       Estonia     51     51     2.8%     ▲     42450     90%       Finland     125     125     -8.8%     ▼     58718     83%       France     4492     4492     -3.0%     ▼     713770     80%       Germany     15730     15730     0.9%     ▲     911164     NA       Greece (4)     104     104     -5.0%     ▼     125822     NA       Hungary (4)     64457     184     7.5%     ▲     521701     NA       Ireland (5)     38     38     23.3%     ▲     25366     87%       Italy     2483     2483     -6.1%     ▼     615000     70%       Latvia     75     75     10.1%     644250     90%     Lithuania     96     96     9.3%     &     84000     92%       Luxembourg     42     42     0.0%     -     2750     NA	Cyprus (4)	8	8	7.0%		10310	NA
Estonia   51   51   2.8%   ▲   42450   90%     Finland   125   125   -8.8%   ▼   58718   83%     France   4492   4492   -3.0%   ▼   713770   80%     Germany   15730   15730   0.9%   ▲   911164   NA     Greece (4)   104   104   -5.0%   ▼   125822   NA     Hungary (4)   64457   184   7.5%   ▲   521701   NA     Ireland (5)   38   38   23.3%   ▲   25366   87%     Italy   2483   2483   -6.1%   ▼   615000   70%     Latvia   75   75   10.1%   ▲   64250   90%     Luxembourg   42   42   0.0%   -   2750   NA     Malta (4)   8   8   -7.4%   9125   0%     Netherlands   130   10.3%   ▲   94812   77%     Poland   4466   1005   5.5%   ▲   987000   82% <t< td=""><td>Czech Rep</td><td>8108</td><td>306</td><td>7.4%</td><td></td><td>428127</td><td>78%</td></t<>	Czech Rep	8108	306	7.4%		428127	78%
Finland125125-8.8%▼5871883%France44924492-3.0%▼71377080%Germany15730157300.9%▲911164NAGreece (4)104104-5.0%▼125822NAHungary (4)644571847.5%▲521701NAIreland (5)383823.3%▲2536687%Italy24832483-6.1%▼61500070%Latvia757510.1%▲6425090%Lithuania96969.3%▲8400092%Luxembourg42420.0%-2750NAMalta (4)88-7.4%¥91250%Netherlands13010310.3% $4$ 9481277%Poland446610055.5% $4$ 98700082%Portugal23823813.9% $4$ 22013780%Slovenia242416.4%2743670%Spain7657651.9% $4$ 25873983%Kazakhstan17561137028.7% $4$ 147163787%Norway176316413.0% $4$ 78300NARussia15657218937.1% $4$ 461960490%Switzerland (4)37635213.8% $4$ 17700NARussia <td< td=""><td>Denmark</td><td>659</td><td>88</td><td>10.0%</td><td></td><td>71456</td><td>NA</td></td<>	Denmark	659	88	10.0%		71456	NA
France   4492   4492   -3.0%   ▼   713770   80%     Germany   15730   15730   0.9%   911164   NA     Greece (4)   104   104   -5.0%   ▼   125822   NA     Hungary (4)   64457   184   7.5%   ▲   521701   NA     Ireland (5)   38   38   23.3%   ▲   25366   87%     Italy   2483   2483   -6.1%   ▼   615000   70%     Latvia   75   75   10.1%   ▲   64250   90%     Lithuania   96   96   9.3%   ▲   84000   92%     Luxembourg   42   42   0.0%   -   2750   NA     Malta (4)   8   8   -7.4%   ¥   9125   0%     Netherlands   130   130   10.3%   ▲   94812   77%     Poland   4466   1005   5.5%   ▲   987000   82%     Portugal   238   238   13.9%   230900   73%	Estonia	51	51	2.8%		42450	90%
Germany15730157300.9% $\blacktriangle$ 911164NAGreece (4)104104-5.0%V125822NAHungary (4)644571847.5% $\checkmark$ 521701NAIreland (5)383823.3% $\checkmark$ 2536687%Italy24832483-6.1%V61500070%Latvia757510.1% $\checkmark$ 6425090%Lithuania96969.3% $\checkmark$ 8400092%Luxembourg42420.0%-2750NAMalta (4)88-7.4%Y91250%Netherlands13010310.3% $\checkmark$ 9481277%Poland446610055.5% $\checkmark$ 98700082%Portugal23823813.9% $\checkmark$ 23090073%Romania (4)1725357-5.2% $\checkmark$ 401444NASlovakia1791797.0% $\checkmark$ 22013780%Slovania242416.4%2743670%Spain7657651.9% $\checkmark$ 25873983%Sweden21552060.6% $\checkmark$ 15421879%Total EU273140.1% $\checkmark$ 664087079%Kazakhstan17561137028.7% $\checkmark$ 147163787%Norway176316413.0% $\checkmark$ 78300NARussia1	Finland	125	125	-8.8%	▼	58718	83%
Greece (4)104104 $-5.0\%$ V125822NAHungary (4)64457184 $7.5\%$ 521701NAIreland (5)383823.3%2536687%Italy24832483 $-6.1\%$ V61500070%Latvia757510.1%6425090%Lithuania96969.3%8400092%Luxembourg42420.0%-2750NAMalta (4)88-7.4%Y91250%Netherlands13013010.3%9481277%Poland446610055.5%98700082%Portugal23823813.9%22013780%Slovakia1791797.0%22013780%Slovakia1791797.0%22013780%Slovakia1752060.6%15421879%Total EU273140.1%664087079%Kazakhstan17561137028.7%147163787%Norway176316413.0%78300NARussia15657218937.1%461960490%Switzerland (4)37635213.8%177000NAUkraine8276267-8.5%77370279%UK (5)82292445.0%63100093%Others (4)4794194.5%383041NA <td>France</td> <td>4492</td> <td>4492</td> <td>-3.0%</td> <td>▼</td> <td>713770</td> <td>80%</td>	France	4492	4492	-3.0%	▼	713770	80%
Hungary (4) $64457$ $184$ $7.5\%$ $521701$ NAIreland (5) $38$ $38$ $23.3\%$ $25366$ $87\%$ Italy $2483$ $2483$ $-6.1\%$ $615000$ $70\%$ Latvia $75$ $75$ $10.1\%$ $64250$ $90\%$ Lithuania $96$ $96$ $9.3\%$ $84000$ $92\%$ Luxembourg $42$ $42$ $0.0\%$ $ 2750$ NAMalta (4) $8$ $8$ $-7.4\%$ $9125$ $0\%$ Netherlands $130$ $130$ $10.3\%$ $94812$ $77\%$ Poland $4466$ $1005$ $5.5\%$ $987000$ $82\%$ Portugal $238$ $238$ $13.9\%$ $230900$ $73\%$ Romania (4) $1725$ $357$ $-5.2\%$ $401444$ NASlovakia $179$ $179$ $7.0\%$ $220137$ $80\%$ Slovakia $179$ $179$ $7.0\%$ $220137$ $80\%$ Slovakia $179$ $179$ $7.0\%$ $258739$ $83\%$ Sweden $2155$ $206$ $0.6\%$ $154218$ $79\%$ Kazakhstan $175611$ $370$ $28.7\%$ $1471637$ $87\%$ Norway $1763$ $164$ $13.0\%$ $78300$ NARussia $156572$ $1893$ $7.1\%$ $4619604$ $90\%$ Switzerland (4) $376$ $352$ $13.8\%$ $177000$ NATurkey (4) $2882$ $358$ $5.0\%$ $1225553$ NAUkraine<	Germany	15730	15730	0.9%		911164	NA
Ireland (5)383823.3% $\blacktriangle$ 2536687%Italy24832483-6.1% $\checkmark$ 61500070%Latvia757510.1% $\checkmark$ 6425090%Lithuania96969.3% $\checkmark$ 8400092%Luxembourg42420.0%-2750NAMalta (4)88-7.4% $\checkmark$ 91250%Netherlands13010.3% $\checkmark$ 9481277%Poland446610055.5% $\checkmark$ 98700082%Portugal23823813.9% $\checkmark$ 23090073%Romania (4)1725357-5.2% $\checkmark$ 401444NASlovakia1791797.0% $\checkmark$ 22013780%Slovenia242416.4% $\checkmark$ 2743670%Spain7657651.9% $\checkmark$ 25873983%Sweden21552060.6% $\checkmark$ 15421879%Total EU273140.1% $\checkmark$ 664087079%Kazakhstan17561137028.7% $\checkmark$ 147163787%Norway176316413.0% $\checkmark$ 78300NARussia15657218937.1% $\checkmark$ 461960490%Switzerland (4)37635213.8% $\checkmark$ 17700NATurkey (4)28823585.0% $\checkmark$ 1225553NAUkrain	Greece (4)	104	104	-5.0%	▼	125822	NA
Italy24832483-6.1%▼61500070%Latvia757510.1%6425090%Lithuania96969.3%8400092%Luxembourg42420.0%-2750NAMalta (4)88-7.4%¥91250%Netherlands13013010.3%49481277%Poland446610055.5%\$98700082%Portugal23823813.9%\$23090073%Romania (4)1725357-5.2%¥401444NASlovakia1791797.0%\$22013780%Slovenia242416.4%\$2743670%Spain7657651.9%\$25873983%Sweden21552060.6%\$15421879%Total EU273140.1%\$664087079%Kazakhstan17561137028.7%\$147163787%Norway176316413.0%\$78300NARussia15657218937.1%\$461960490%Switzerland (4)37635213.8%\$177000NATurkey (4)28823585.0%\$122553NAUkraine8276267-8.5%\$77370279%UK (5)82292445.0% <t< td=""><td>Hungary (4)</td><td>64457</td><td>184</td><td>7.5%</td><td></td><td>521701</td><td>NA</td></t<>	Hungary (4)	64457	184	7.5%		521701	NA
Latvia   75   75   10.1%   ▲   64250   90%     Lithuania   96   96   9.3%   ▲   84000   92%     Luxembourg   42   42   0.0%   -   2750   NA     Malta (4)   8   8   -7.4%   ¥   9125   0%     Netherlands   130   103   10.3%   \$   94812   77%     Poland   4466   1005   5.5%   \$   987000   82%     Portugal   238   238   13.9%   \$   230900   73%     Romania (4)   1725   357   -5.2%   ¥   401444   NA     Slovakia   179   179   7.0%   \$   220137   80%     Slovakia   179   179   7.0%   \$   228739   83%     Sweden   2155   206   0.6%   \$   154218   79%     Total EU   27314   0.1%   \$   6640870   79%     Kazakhstan   175611   370   28.7%   \$   1471637   8	Ireland (5)	38	38	23.3%		25366	87%
Lithuania96969.3% $\blacktriangle$ 8400092%Luxembourg42420.0%–2750NAMalta (4)88-7.4%91250%Netherlands13010310.3% $\checkmark$ 9481277%Poland446610055.5% $\checkmark$ 98700082%Portugal23823813.9% $\checkmark$ 23090073%Romania (4)1725357-5.2% $\checkmark$ 401444NASlovakia1791797.0% $\checkmark$ 22013780%Slovakia1791797.0% $\checkmark$ 22013780%Slovakia1751641.9% $\checkmark$ 25873983%Sweden21552060.6% $\checkmark$ 15421879%Total EU273140.1% $\checkmark$ 664087079%Kazakhstan17561137028.7% $\checkmark$ 147163787%Norway176316413.0% $\checkmark$ 78300NARussia15657218937.1% $\checkmark$ 461960490%Switzerland (4)37635213.8% $\checkmark$ 17700NAUkraine8276267-8.5% $\checkmark$ 77370279%UK (5)82292445.0% $\checkmark$ 63100093%Others (4)4794194.5%383041NA	Italy	2483	2483	-6.1%	▼	615000	70%
Luxembourg42420.0%-2750NAMalta (4)88-7.4% $\P$ 91250%Netherlands13010.3% $\blacksquare$ 9481277%Poland446610055.5% $\blacksquare$ 98700082%Portugal23823813.9% $\blacksquare$ 23090073%Romania (4)1725357-5.2% $\blacksquare$ 401444NASlovakia1791797.0% $\blacksquare$ 22013780%Slovenia242416.4% $\blacksquare$ 2743670%Spain7657651.9% $\blacksquare$ 25873983%Sweden21552060.6% $\blacksquare$ 15421879%Total EU273140.1% $\blacksquare$ 664087079%Kazakhstan17561137028.7% $\blacksquare$ 147163787%Norway176316413.0% $\blacksquare$ 78300NARussia15657218937.1% $\blacktriangle$ 461960490%Switzerland (4)37635213.8% $\blacksquare$ 177000NATurkey (4)28823585.0% $\blacksquare$ 122553NAUkraine8276267-8.5% $\checkmark$ 77370279%UK (5)82292445.0% $\blacksquare$ 63100093%Others (4)4794194.5%383041NA	Latvia	75	75	10.1%		64250	90%
Malta (4)88-7.4%Y91250%Netherlands13013010.3%9481277%Poland446610055.5%98700082%Portugal23823813.9%23090073%Romania (4)1725357-5.2%¥401444NASlovakia1791797.0%22013780%Slovenia242416.4%2743670%Spain7657651.9%25873983%Sweden21552060.6%15421879%Total EU273140.1%664087079%Kazakhstan17561137028.7%147163787%Norway176316413.0%78300NARussia15657218937.1%461960490%Switzerland (4)37635213.8%177000NATurkey (4)28823585.0%122553NAUkraine8276267-8.5%77370279%UK (5)82292445.0%63100093%Others (4)4794194.5%383041NA	Lithuania	96	96	9.3%		84000	92%
Netherlands   130   130   10.3%   ● 94812   77%     Poland   4466   1005   5.5%   ● 987000   82%     Portugal   238   238   13.9%   ▲ 230900   73%     Romania (4)   1725   357   -5.2%   ▼   401444   NA     Slovakia   179   179   7.0%   ▲ 220137   80%     Slovenia   24   24   16.4%   ▲ 27436   70%     Spain   765   765   1.9%   ▲ 258739   83%     Sweden   2155   206   0.6%   154218   79%     Total EU   27314   0.1%   6640870   79%     Kazakhstan   175611   370   28.7%   1471637   87%     Norway   1763   164   13.0%   78300   NA     Russia   156572   1893   7.1%   4619604   90%     Switzerland (4)   376   352   13.8%   177000   NA     Ukraine   8276   267   -8.5%   773702   79%	Luxembourg	42	42	0.0%	-	2750	NA
Poland   4466   1005   5.5%   ▲   987000   82%     Portugal   238   238   13.9%   ▲   230900   73%     Romania (4)   1725   357   -5.2%   ▼   401444   NA     Slovakia   179   179   7.0%   ▲   220137   80%     Slovenia   24   24   16.4%   ▲   27436   70%     Spain   765   765   1.9%   ▲   258739   83%     Sweden   2155   206   0.6%   ▲   154218   79%     Total EU   27314   0.1%   ▲   6640870   79%     Kazakhstan   175611   370   28.7%   ▲   1471637   87%     Norway   1763   164   13.0%   ▲   78300   NA     Russia   156572   1893   7.1%   ▲   4619604   90%     Switzerland (4)   376   352   13.8%   ▲   17700   NA     Ukraine   8276   267   -8.5%   ₹   773702 <td>Malta (4)</td> <td>8</td> <td>8</td> <td>-7.4%</td> <td>▼</td> <td>9125</td> <td>0%</td>	Malta (4)	8	8	-7.4%	▼	9125	0%
Portugal   238   238   13.9%   ▲   230900   73%     Romania (4)   1725   357   -5.2%   ▼   401444   NA     Slovakia   179   179   7.0%   ▲   220137   80%     Slovenia   24   24   16.4%   ▲   27436   70%     Spain   765   765   1.9%   ▲   258739   83%     Sweden   2155   206   0.6%   ▲   154218   79%     Total EU   27314   0.1%   ▲   6640870   79%     Kazakhstan   175611   370   28.7%   ▲   1471637   87%     Norway   1763   164   13.0%   ▲   78300   NA     Russia   156572   1893   7.1%   ▲   4619604   90%     Switzerland (4)   376   352   13.8%   177000   NA     Ukraine   8276   267   -8.5%   ₹   773702   79%     UK (5)   822   924   45.0%   631000   93%   0t	Netherlands	130	130	10.3%		94812	77%
Romania (4)   1725   357   -5.2%   ▼   401444   NA     Slovakia   179   179   7.0%   220137   80%     Slovenia   24   24   16.4%   27436   70%     Spain   765   765   1.9%   258739   83%     Sweden   2155   206   0.6%   154218   79%     Total EU   27314   0.1%   6640870   79%     Kazakhstan   175611   370   28.7%   1471637   87%     Norway   1763   164   13.0%   78300   NA     Russia   156572   1893   7.1%   4619604   90%     Switzerland (4)   376   352   13.8%   177000   NA     Turkey (4)   2882   358   5.0%   1225553   NA     Ukraine   8276   267   -8.5%   773702   79%     UK (5)   822   924   45.0%   631000   93%     Others (4)   479   419   4.5%   383041   NA	Poland	4466	1005	5.5%		987000	82%
Slovakia   179   179   7.0%   ▲   220137   80%     Slovenia   24   24   16.4%   ▲   27436   70%     Spain   765   765   1.9%   ▲   258739   83%     Sweden   2155   206   0.6%   ▲   154218   79%     Total EU   27314   0.1%   ▲   6640870   79%     Kazakhstan   175611   370   28.7%   ▲   1471637   87%     Norway   1763   164   13.0%   ▲   78300   NA     Russia   156572   1893   7.1%   ▲   4619604   90%     Switzerland (4)   376   352   13.8%   ▲   177000   NA     Turkey (4)   2882   358   5.0%   ▲   1225553   NA     Ukraine   8276   267   -8.5%   ▼   773702   79%     UK (5)   822   924   45.0%   631000   93%   0thers (4)   479   419   4.5%   383041   NA	Portugal	238	238	13.9%		230900	73%
Slovenia   24   24   16.4%   ▲   27436   70%     Spain   765   765   1.9%   ▲   258739   83%     Sweden   2155   206   0.6%   ▲   154218   79%     Total EU   27314   0.1%   ▲   6640870   79%     Kazakhstan   175611   370   28.7%   ▲   1471637   87%     Norway   1763   164   13.0%   ▲   78300   NA     Russia   156572   1893   7.1%   ▲   4619604   90%     Switzerland (4)   376   352   13.8%   ▲   177000   NA     Turkey (4)   2882   358   5.0%   ▲   1225553   NA     Ukraine   8276   267   -8.5%   ▼   773702   79%     UK (5)   822   924   45.0%   631000   93%     Others (4)   479   419   4.5%   383041   NA	Romania (4)	1725	357	-5.2%	▼	401444	NA
Spain   765   765   1.9%   ▲   258739   83%     Sweden   2155   206   0.6%   ▲   154218   79%     Total EU   27314   0.1%   ▲   6640870   79%     Kazakhstan   175611   370   28.7%   ▲   1471637   87%     Norway   1763   164   13.0%   ▲   78300   NA     Russia   156572   1893   7.1%   ▲   4619604   90%     Switzerland (4)   376   352   13.8%   ▲   177000   NA     Turkey (4)   2882   358   5.0%   ▲   1225553   NA     Ukraine   8276   267   -8.5%   ¥   773702   79%     UK (5)   822   924   45.0%   4631000   93%     Others (4)   479   419   4.5%   383041   NA	Slovakia	179	179	7.0%		220137	80%
Sweden21552060.6%15421879%Total EU273140.1%664087079%Kazakhstan17561137028.7%147163787%Norway176316413.0%78300NARussia15657218937.1%461960490%Switzerland (4)37635213.8%177000NATurkey (4)28823585.0%1225553NAUkraine8276267-8.5%77370279%UK (5)82292445.0%63100093%Others (4)4794194.5%383041NA	Slovenia	24	24	16.4%		27436	70%
Total EU   27314   0.1%   A   6640870   79%     Kazakhstan   175611   370   28.7%   A   1471637   87%     Norway   1763   164   13.0%   A   78300   NA     Russia   156572   1893   7.1%   A   4619604   90%     Switzerland (4)   376   352   13.8%   A   177000   NA     Turkey (4)   2882   358   5.0%   A   1225553   NA     Ukraine   8276   267   -8.5%   773702   79%     UK (5)   822   924   45.0%   631000   93%     Others (4)   479   419   4.5%   383041   NA	Spain	765	765	1.9%		258739	83%
Kazakhstan   175611   370   28.7%   1471637   87%     Norway   1763   164   13.0%   78300   NA     Russia   156572   1893   7.1%   4619604   90%     Switzerland (4)   376   352   13.8%   177000   NA     Turkey (4)   2882   358   5.0%   1225553   NA     Ukraine   8276   267   -8.5%   773702   79%     UK (5)   822   924   45.0%   631000   93%     Others (4)   479   419   4.5%   383041   NA	Sweden	2155	206	0.6%		154218	79%
Norway     1763     164     13.0%     ▲     78300     NA       Russia     156572     1893     7.1%     ▲     4619604     90%       Switzerland (4)     376     352     13.8%     ▲     177000     NA       Turkey (4)     2882     358     5.0%     ▲     1225553     NA       Ukraine     8276     267     -8.5%     ▼     773702     79%       UK (5)     822     924     45.0%     ▲     631000     93%       Others (4)     479     419     4.5%     ▲     383041     NA	Total EU		27314	0.1%		6640870	79%
Russia   156572   1893   7.1%   ▲   4619604   90%     Switzerland (4)   376   352   13.8%   ▲   177000   NA     Turkey (4)   2882   358   5.0%   ▲   1225553   NA     Ukraine   8276   267   -8.5%   ▼   773702   79%     UK (5)   822   924   45.0%   ▲   631000   93%     Others (4)   479   419   4.5%   ▲   383041   NA	Kazakhstan	175611	370	28.7%		1471637	87%
Switzerland (4)   376   352   13.8%   177000   NA     Turkey (4)   2882   358   5.0%   1225553   NA     Ukraine   8276   267   -8.5%   773702   79%     UK (5)   822   924   45.0%   631000   93%     Others (4)   479   419   4.5%   383041   NA	Norway	1763	164	13.0%		78300	NA
Turkey (4)   2882   358   5.0%   ▲   1225553   NA     Ukraine   8276   267   -8.5%   ▼   773702   79%     UK (5)   822   924   45.0%   ▲   631000   93%     Others (4)   479   419   4.5%   ▲   383041   NA	Russia	156572	1893	7.1%		4619604	90%
Ukraine     8276     267     -8.5%     ▼     773702     79%       UK (5)     822     924     45.0%     ▲     631000     93%       Others (4)     479     419     4.5%     ▲     383041     NA	Switzerland (4)	376	352	13.8%		177000	NA
UK (5)     822     924     45.0%     ▲     631000     93%       Others (4)     479     419     4.5%     ▲     383041     NA	Turkey (4)	2882	358	5.0%		1225553	NA
Others (4) 479 419 4.5% 🔺 383041 NA	Ukraine	8276	267	-8.5%	▼	773702	79%
	UK (5)	822	924	45.0%		631000	93%
Total 32061 1.9% 🔺 16000707 85%	Others (4)	479	419	4.5%		383041	NA
	Total		32061	1.9%		16000707	85%

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(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) 2020 average exchange rates from the European Central Bank were used to convert local currency to euro.

(3) Individuals active in direct selling are 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.

(5) Figures are based only on Direct Selling Association member companies and not the entire sector.