

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.