Global Statistical Report - 2011

Published 6-20-2012

Regional Sales

Africa / Middle East, 1%
Europe, 16%
Asia/Pacific, 44%
Americas, 39%

Top 10 Global Markets

Other, 24%
United States, 20%
Italy, 2%
Russia, 2%
Germany, 2%
France, 3%
Mexico, 4%
Brazil, 8%
Korea, 8%
China, 11%
Japan, 16%
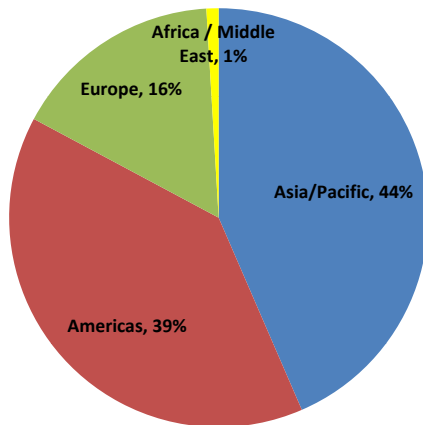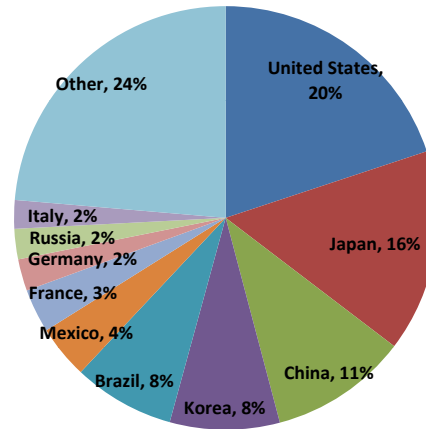
Global Industry: $153,727 (US$ millions)

Region/Country		2011 Retail Sales		Number of Direct Sellers (5)
		Local Currency (millions)	US$ (millions)	
Global		na	153,727	91,533,825
Asia/Pacific		na	66,871	52,007,014
Australia	(1)	1,401	1,446	401,124
China	(2)	105,000	16,254	na
Hong Kong	(1)	3,158	406	155,267
India		45,833	982	3,962,521
Indonesia	(1)	9,200,000	1,049	8,250,000
Japan		1,904,000	23,857	3,380,000
Korea		14,335,618	12,935	4,200,853
Malaysia		8,900	2,908	7,400,000
New Zealand		232	184	111,116
Philippines		32,500	750	2,439,000
Singapore		412	328	407,985
Taiwan		83,600	2,845	4,670,000
Thailand		65,000	2,132	15,629,148
Vietnam	(3)	3,000,000	147	1,000,000
Other Asia/Pacific	(2)	na	650	na
Africa/Middle East		na	1,431	na
Africa		na	1,271	na
South Africa		7,152	985	1,358,000
Other Africa	(2)	na	286	na
Middle East		na	160	na
Israel	(2)	198	55	25,988
Other Middle East	(2)	na	105	na
Americas		na	60,429	26,744,908
North America		na	32,092	16,305,822
Canada		2,200	2,222	705,822
United States		29,870	29,870	15,600,000

Region/Country		2011 Retail Sales		Number of Direct Sellers (5)
		Local Currency (millions)	US$ (millions)	
South & Central America		na	28,336	10,439,086
Argentina		6,692	1,628	616,000
Bolivia	(1)	1,290	186	138,806
Brazil		20,029	11,972	2,832,654
Chile	(2)	229,085	474	328,383
Colombia		3,706,462	2,006	1,211,867
Ecuador	(2)	904	904	617,500
Mexico		78,400	6,311	2,200,000
Peru		3,213	1,167	350,000
Uruguay		1,502	78	68,097
Venezuela		12,384	2,887	1,200,000
Central America/Caribbean	(4)	na	705	875,779
Other South & Central America	(2)	na	20	na
Europe		na	24,995	11,397,915
Western Europe		na	17,230	2,676,845
Austria	(2)	188	261	14,600
Belgium		128	178	16,576
Denmark	(2)	328	61	69,300
Finland	(2)	165	230	76,000
France		3,700	5,139	480,000
Germany		2,695	3,743	284,906
Greece	(1)	136	189	262,491
Ireland		50	70	20,264
Italy		2,422	3,364	405,894
Luxembourg		40	56	2,615
Netherlands		99	102	43,495
Norway		717	128	91,261
Portugal	(1,2)	121	168	104,268
Spain		541	751	262,455
Sweden		2,600	400	104,000
Switzerland	(2)	431	485	12,120
United Kingdom		1,176	1,884	426,600
Other Western Europe	(2)	na	20	na
Central & Eastern Europe		na	7,765	8,721,070
Bulgaria	(1)	105	74	141,588
Croatia		510	95	6,550
Czech Republic		5,870	332	243,811
Estonia	(1)	21	30	19,600
Hungary		41,373	206	335,879
Latvia	(1)	16	32	25,500
Lithuania	(1)	258	104	30,300
Poland		2,412	814	870,000
Romania	(1)	888	291	289,621
Russia	(1)	105,448	3,589	4,077,181
Slovakia	(1)	93	129	110,130
Slovenia		17	24	26,500
Turkey		1,942	1,159	1,190,331
Ukraine		4,505	565	1,354,079
Other Central & Eastern Europe	(2)	na	320	na

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Note: Figures are based on the entire industry (i.e., DSA member and non-member companies) unless otherwise noted. Sales figures are expressed at estimated retail level and exclude VAT. Annual average exchange rates for 2011 from the International Monetary Fund were used to convert local currency to US dollars.
(1) Figures are based only on DSA member companies.
(2) Source: WFDSA research estimate.
(3) Source: Sales are from the Vietnam Ministry of Trade, and number of sales people is from _Vietnam News_ 4/7/2011.
(4) Central America/Caribbean includes the Dominican Republic, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama. Source: WFDSA research estimate.
(5) Direct Sellers are **career-minded entrepreneurs building their own businesses** ... **or part-time entrepreneurs earning extra income.** Through Direct Selling, they learn **new skills**, make **new friends/contacts**, gain **greater self-esteem**, and have the opportunity to **give back to the community** through the many social responsibility initiatives that Direct Selling companies undertake. Of this diverse group, **many were customers of the products/services prior to becoming a company representative. As Direct Sellers, all enjoy significant discounts** and in fact, **some choose only to enjoy and use the discounted products and decide not to sell at all.**