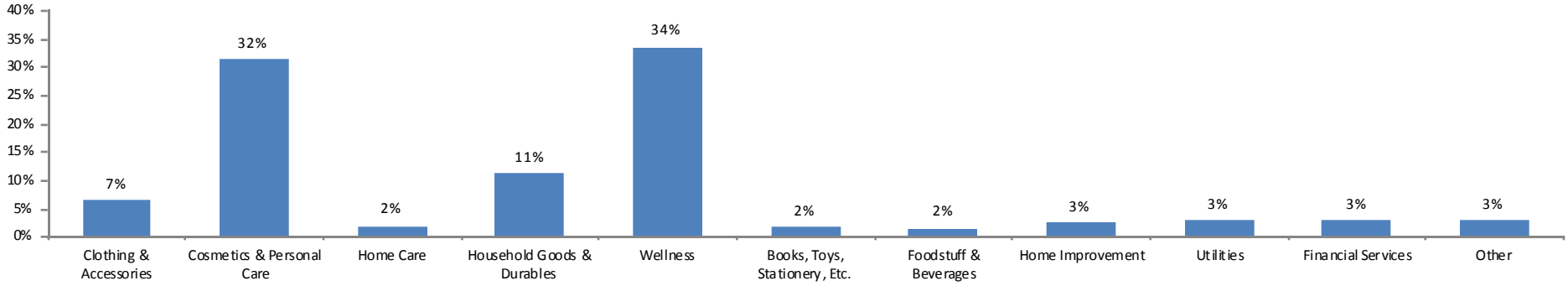
Global Sales by Product Category - 2015

Published June 3, 2016

Not for use after June 2, 2017



2015 Retail Sales by Product Category

Region/Country	Clothing & Accessories	Cosmetics & Personal Care	Home Care	Household Goods & Durables	Wellness	Books, Toys, Stationery, Etc.	Foodstuff & Beverages	Home Improvement	Utilities	Financial Services	Other
Global	7%	32%	2%	11%	34%	2%	2%	3%	3%	3%	3%
Asia/Pacific	3%	29%	2%	13%	41%	2%	1%	3%	0%	0%	6%
Australia	6%	22%	4%	27%	33%	3%	1%	0%	0%	0%	4%
China	na	na	na	na	na	na	na	na	na	na	na
Hong Kong	0%	28%	1%	7%	64%	0%	0%	0%	0%	0%	0%
India	0%	34%	11%	7%	42%	0%	0%	0%	0%	0%	6%
Indonesia	na	na	na	na	na	na	na	na	na	na	na
Japan	7%	31%	1%	20%	27%	3%	1%	9%	0%	0%	1%
Kazakhstan	na	na	na	na	na	na	na	na	na	na	na
Korea	0%	36%	0%	9%	41%	2%	0%	0%	0%	0%	12%
Malaysia	3%	13%	2%	13%	54%	4%	7%	3%	0%	0%	1%
New Zealand	8%	23%	1%	23%	32%	1%	2%	6%	2%	0%	3%
Philippines	0%	8%	0%	1%	89%	0%	0%	0%	0%	0%	2%
Singapore	7%	18%	1%	14%	58%	0%	1%	0%	0%	0%	1%
Taiwan	3%	16%	6%	5%	63%	0%	0%	0%	0%	1%	6%
Thailand	0%	28%	2%	8%	53%	0%	2%	0%	0%	0%	7%
Vietnam	0%	27%	24%	7%	42%	0%	0%	0%	0%	0%	0%
Other Asia/Pacific	na	na	na	na	na	na	na	na	na	na	na

Region/Country	Clothing & Accessories	Cosmetics & Personal Care	Home Care	Household Goods & Durables	Wellness	Books, Toys, Stationery, Etc.	Foodstuff & Beverages	Home Improvement	Utilities	Financial Services	Other
Africa/Middle East	na	na	na	na	na	na	na	na	na	na	na
Africa	na	na	na	na	na	na	na	na	na	na	na
Morocco	na	na	na	na	na	na	na	na	na	na	na
South Africa	0%	28%	1%	26%	35%	3%	0%	0%	0%	7%	0%
Other Africa	na	na	na	na	na	na	na	na	na	na	na
Middle East	na	na	na	na	na	na	na	na	na	na	na
Israel	na	na	na	na	na	na	na	na	na	na	na
Other Middle East	na	na	na	na	na	na	na	na	na	na	na
Americas	9%	35%	2%	11%	29%	2%	1%	0%	6%	6%	2%
North America	9%	17%	2%	14%	34%	2%	1%	0%	9%	10%	2%
Canada	na	na	na	na	na	na	na	na	na	na	na
United States	9%	17%	2%	14%	34%	2%	1%	0%	9%	10%	2%
South & Central America	8%	62%	2%	7%	21%	0%	1%	0%	0%	0%	1%
Argentina	6%	65%	0%	23%	6%	0%	0%	0%	0%	0%	0%
Bolivia	na	na	na	na	na	na	na	na	na	na	na
Brazil	3%	84%	1%	3%	7%	0%	1%	0%	0%	0%	1%
Chile	12%	70%	10%	0%	8%	0%	0%	0%	0%	0%	0%
Colombia	32%	40%	3%	8%	12%	1%	3%	0%	0%	0%	1%
Ecuador	17%	58%	5%	3%	16%	1%	0%	0%	0%	0%	0%
Mexico	3%	40%	0%	8%	49%	0%	0%	0%	0%	0%	0%
Peru	23%	54%	5%	0%	18%	0%	0%	0%	0%	0%	0%
Uruguay	na	na	na	na	na	na	na	na	na	na	na
Venezuela	na	na	na	na	na	na	na	na	na	na	na
Central America/Caribbean	na	na	na	na	na	na	na	na	na	na	na
Other South & Central America	na	na	na	na	na	na	na	na	na	na	na
Europe	9%	28%	5%	10%	30%	3%	5%	10%	1%	0%	1%
Western Europe	11%	16%	4%	11%	34%	4%	6%	13%	1%	0%	0%
Austria	na	na	na	na	na	na	na	na	na	na	na
Belgium	na	na	na	na	na	na	na	na	na	na	na
Denmark	na	na	na	na	na	na	na	na	na	na	na
Finland	2%	39%	1%	37%	21%	0%	0%	0%	0%	0%	0%
France	12%	11%	6%	17%	11%	3%	3%	34%	3%	0%	0%
Germany	na	na	na	na	na	na	na	na	na	na	na
Greece	na	na	na	na	na	na	na	na	na	na	na
Ireland	30%	18%	2%	1%	46%	0%	0%	0%	2%	0%	1%
Italy	0%	9%	2%	9%	55%	3%	20%	3%	0%	0%	0%
Luxembourg	na	na	na	na	na	na	na	na	na	na	na
Netherlands	1%	23%	2%	0%	64%	0%	1%	0%	8%	0%	2%
Norway	na	na	na	na	na	na	na	na	na	na	na
Portugal	9%	52%	1%	1%	36%	0%	0%	0%	0%	0%	1%
Spain	na	na	na	na	na	na	na	na	na	na	na
Sweden	1%	32%	4%	0%	56%	2%	0%	0%	1%	0%	4%
Switzerland	na	na	na	na	na	na	na	na	na	na	na
United Kingdom	19%	23%	4%	6%	42%	5%	0%	0%	0%	0%	0%
Other Western Europe	na	na	na	na	na	na	na	na	na	na	na

Region/Country	Clothing & Accessories	Cosmetics & Personal Care	Home Care	Household Goods & Durables	Wellness	Books, Toys, Stationery, Etc.	Foodstuff & Beverages	Home Improvement	Utilities	Financial Services	Other
Central & Eastern Europe	5%	60%	6%	6%	19%	0%	1%	0%	1%	0%	2%
Bulgaria	na	na	na	na	na	na	na	na	na	na	na
Croatia	0%	35%	10%	5%	40%	0%	0%	0%	10%	0%	0%
Czech Republic	1%	45%	3%	20%	17%	0%	3%	0%	0%	0%	11%
Estonia	2%	42%	8%	22%	24%	0%	2%	0%	0%	0%	0%
Hungary	2%	15%	13%	2%	59%	0%	0%	0%	10%	0%	0%
Latvia	3%	59%	9%	7%	22%	0%	0%	0%	0%	0%	0%
Lithuania	3%	62%	8%	5%	22%	0%	0%	0%	0%	0%	0%
Poland	6%	69%	1%	9%	10%	0%	2%	0%	2%	0%	1%
Romania	na	na	na	na	na	na	na	na	na	na	na
Russia	6%	62%	8%	3%	19%	0%	0%	0%	0%	0%	1%
Slovakia	3%	50%	4%	6%	24%	0%	0%	0%	0%	0%	13%
Slovenia	1%	36%	17%	4%	42%	0%	0%	0%	0%	0%	0%
Turkey	na	na	na	na	na	na	na	na	na	na	na
Ukraine	5%	70%	8%	3%	12%	1%	0%	0%	0%	0%	1%
Other Central & Eastern Europe	na	na	na	na	na	na	na	na	na	na	na

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Note: Figures for this report are based only on DSA member companies, except in Taiwan, South Africa and United States where the figures represent the entire direct selling industry. Figures are expressed as percentages of estimated retail sales, excluding VAT. Percentages may not sum to 100% due to rounding.