

The World Federation of Direct Selling Associations represents more than 60 Direct Selling Associations and their member companies around the world. In 2019 the global sales force of 119.9 million generated estimated retail sales of USD 180.5 billion.

DIRECT RETAIL SALES GROWTH 2016-2019

[USD Billions – 2019 Constant Dollars]



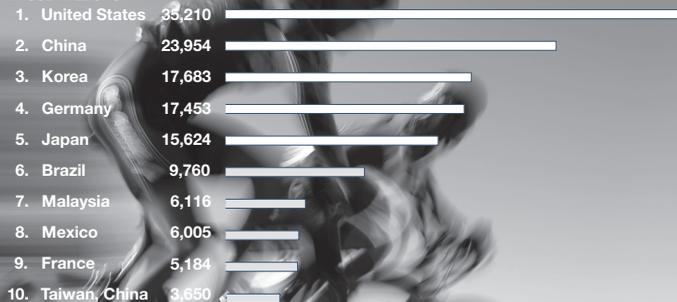
IN USD BILLIONS

Excluding China sales, the industry continued growth with a three-year compound annual growth rate of 1.5% for the 2016-2019 period. (CAGR including China was -0.3%)

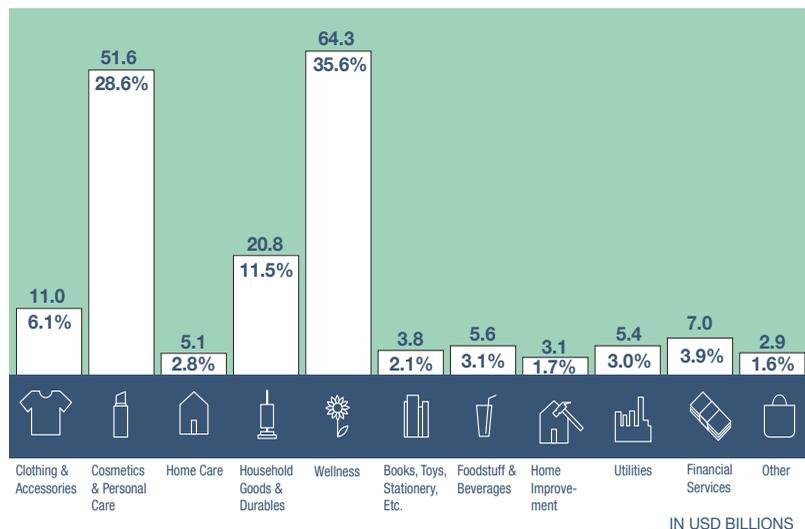
Sales figures are expressed in 2019 Constant USD at Estimated Retail, less value-added tax.

TOP 10 MARKETS – 2019

IN USD MILLIONS



#1 THE UNITED STATES



IN USD BILLIONS

119.9 MILLION PEOPLE IN DIRECT SELLING

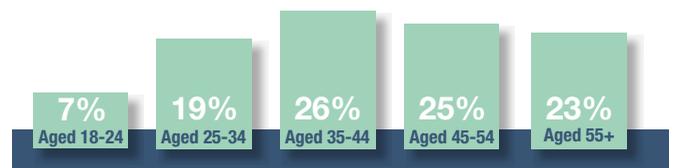


IN MILLIONS

Global sales were generated by 119.9 million independent representatives, a decrease of 1.7% from 2018. The sales force has expanded at a three-year compound annual growth rate of 1.8% from 2016-2019.

OF THESE 119.9 MILLION...

- **15.2 million** are full-time, devoting 30+ hours weekly to building their direct selling businesses.
- **44.2 million** are part-time, devoting up to 30 hours weekly to building their businesses.
- **60.5 million** others include those who have recently joined; many who join because they love the product and want to purchase at a discount; and others who join but just never become active.



Direct selling is an entryway into the Collaborative Economy for Millennials and Baby Boomers alike.

In 2020, Millennials are 24-39 years old and Baby Boomers are 56-76 years old.

74% WOMEN / 26% MEN



In 2019, the number of women decreased 2.4% and the number of men remained essentially flat (up 0.2%).

The industry empowers countless female entrepreneurs around the world. Now men are recognizing the opportunity and joining the ranks.

Please refer the WFDSA 2019/2020 Annual Report for further information regarding Global Business results.