

Direct Selling in Africa/Middle East: 2021 retail sales

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Countries	2021 Sales (1)			2021 - Individuals active in direct selling (3)	
	Local currency (millions)	USD (2) (millions)	% Sales changes with 2020	Number	% of women
Morocco (4)	1142	127	-6.9% ▼	239678	NA
South Africa	11221	759	1.8% ▲	1064879	78%
Other Africa (4)		627	-24.0% ▼	2900896	NA
Total Africa		1514	-11.3% ▼	4205453	NA
Israel (4)	238	74	-20.0% ▼	33017	NA
United Arab Emirates	105	29	53.9% ▲	906700	60%
Other Middle East (4)		165	2.2% ▲	339731	NA
Total Middle East		267	-1.8% ▼	1279448	NA
Total		1781	-10.0% ▼	5484901	NA

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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) 2021 average exchange rates from the IMF were used to convert local currency to US dollars.

(3) Individuals active in direct selling are people who are career minded 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.