

Direct Selling in Africa/Middle East: 2022 retail sales

Excl. VAT - Published 13th July 2023

Countries	2022 Sales (1)			2022 - Individuals active in direct selling (3)	
	Local currency (millions)	USD (2) (millions)	% Sales changes with 2021	Number	% of women
Morocco (4)	1010	99	-11.6% ▼	208760	NA
South Africa	9306	569	-17.1% ▼	947255	83%
Other Africa (4)		598	-4.7% ▼	2404000	NA
Total Africa		1266	-11.2% ▼	3560015	NA
Israel (4)	230	68	-3.6% ▼	21758	NA
United Arab Emirates	105	29	0.0% –	907500	60%
Other Middle East (4)		102	-38.1% ▼	285034	NA
Total Middle East		199	-24.7% ▼	1214292	NA
Total		1466	-13.3% ▼	4774307	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) 2022 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.