

Direct Selling in Asia/Pacific: 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
Australia	1751	1214	-7.8% ▼	424381	80%
China (4)(5)	106566	15818	-8.0% ▼	2970000	NA
Hong Kong	2806	358	-5.7% ▼	234304	68%
India	253870	3230	5.4% ▲	12320500	40%
Indonesia (5)	21150000	1424	-3.8% ▼	8700000	64%
Japan	1527500	11616	-2.3% ▼	2511681	82%
Kazakhstan	226988	493	28.2% ▲	1628707	82%
Korea	23859179	18475	7.4% ▲	8014628	81%
Malaysia	38000	8634	5.6% ▲	8191852	65%
New Zealand	178	113	3.6% ▲	77622	73%
Philippines	64945	1192	-2.3% ▼	5685000	74%
Singapore	669	485	13.9% ▲	527320	71%
Taiwan	136559	4582	0.0% –	3648700	69%
Thailand	80000	2282	-6.0% ▼	10900000	68%
Vietnam	28453000	1223	11.7% ▲	879747	NA
Other Asia/Pacific (5)		370	-10.6% ▼	892000	NA
Total (6)		71509	0.2% ▲	67606442	65%

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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) China had a fourth consecutive year of decline with the impact of COVID-19 more materially impacting the industry in China, which was still recovering from the unrelated events that impacted 2019 sales.

(5) WFDSA research estimate.

(6) Asia/Pacific sales and seller counts during 2022 were materially impacted by China (see separate footnote). Excluding China, the Asia/Pacific YOY sales change was 2.8%.