

Direct Selling in Europe: 2022 retail sales

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Countries	2022 Sales (1)			2022 - Individuals active in direct selling (3)	
	Local currency (millions)	EURO (2) (millions)	% Sales changes with 2021	Number	% of women
Austria (4)	318	318	0.6% ▲	278344	NA
Belgium (4)	176	176	-9.6% ▼	21675	NA
Bulgaria (4)	163	83	-4.5% ▼	190402	NA
Croatia (4)	228	30	-18.6% ▼	34603	NA
Cyprus (4)	6	6	-20.1% ▼	9382	NA
Czech Rep	9093	370	-9.1% ▼	332087	80%
Denmark (4)	604	81	-1.0% ▼	61125	NA
Estonia	49	49	-8.0% ▼	38650	90%
Finland	100	100	-11.8% ▼	50001	85%
France	4352	4352	-5.0% ▼	706632	80%
Germany	17080	17080	6.6% ▲	909043	53%
Greece (4)	85	85	-18.4% ▼	93475	NA
Hungary (4)	65688	167	-5.9% ▼	436298	NA
Ireland (5)	25	25	-10.7% ▼	15313	76%
Italy	2745	2745	3.9% ▲	620000	69%
Latvia	78	78	-8.0% ▼	59600	90%
Lithuania	101	101	-6.0% ▼	80370	91%
Luxembourg (4)	38	38	-5.3% ▼	2340	NA
Malta (4)	5	5	-34.8% ▼	9125	NA
Netherlands	119	119	-12.3% ▼	86568	78%
Poland	4597	979	-6.8% ▼	956969	86%
Portugal	200	200	-19.6% ▼	224700	71%
Romania (4)	1647	334	-3.1% ▼	306312	NA
Slovakia	165	165	-10.8% ▼	183298	88%
Slovenia (4)	25	25	-2.8% ▼	21789	NA
Spain (4)	688	688	-12.5% ▼	215187	NA
Sweden	1773	167	-13.4% ▼	101720	81%
Total EU		28566	1.8% ▲	6045006	74%
Kazakhstan	226988	468	28.2% ▲	1628707	82%
Norway (4)	1609	159	-12.4% ▼	53207	NA
Russia	116316	1613	-22.6% ▼	3909604	91%
Switzerland (4)	384	382	-6.1% ▼	166380	NA
Turkey (4)	4772	274	33.1% ▲	1152853	NA
Ukraine	5158	151	-38.0% ▼	563793	78%
UK (5)	1010	1182	-21.0% ▼	405224	79%
Others (4)		387	-15.4% ▼	313352	NA
Total		33182	-1.0% ▼	14238126	82%

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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 euro.

(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.

(5) Figures are based only on DSA member companies and not the entire industry.