

Direct Selling in South & Central America: 2022 retail sales

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Countries	2022 Sales (1)			2022 - Individuals active in direct selling (3)	
	Local currency (millions)	USD (2) (millions)	% Sales changes with 2021	Number	% of women
Argentina (4)	245640	1881	58.1% ▲	826000	95%
Bolivia (5)	2309	334	-11.4% ▼	370000	86%
Brazil	38017	7362	0.0% –	3667735	86%
Chile	462977	530	-31.6% ▼	472983	85%
Colombia	9961484	2340	7.9% ▲	2845310	84%
Ecuador	881	881	-1.0% ▼	412341	75%
Mexico	118513	5888	1.0% ▲	4127610	80%
Peru	8023	2092	-1.7% ▼	736964	82%
Uruguay (5)(6)	2768	67	-7.2% ▼	64019	NA
Venezuela (7)					NA
Central America/Caribbean (6)		701	-4.3% ▼	629834	NA
Other South & Central America (6)		28	-10.0% ▼	27076	NA
Total		22104	2.5% ▲	14179872	84%

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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) Argentina is a highly inflationary market. In 2022, inflation increased 72% and real GDP increased 5%, according to the IMF.

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

(6) WFDSA research estimate.

(7) Based on the highly inflationary economic situation and lack of stability in Venezuela, the WFDSA Global Research Sub-committee has decided to suspend reporting on the Venezuelan market until further notice. Figures for this country have been backed out of history, as well.