

Direct Selling in Africa/Middle East: 2023 retail sales

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Countries	2023 Sales (1)			2023 - Individuals active in direct selling (3)	
	Local currency (millions)	USD (2) (millions)	% Sales changes with 2022	Number	% of women
Morocco (4)	868	86	-14.1% ▼	182874	NA
South Africa	8075	438	-13.2% ▼	792260	87%
Other Africa (4)		643	7.5% ▲	1925604	NA
Total Africa		1166	-3.0% ▼	2900738	NA
Israel (4)	227	62	-1.3% ▼	15840	NA
United Arab Emirates (4)	110	30	5.0% ▲	938400	NA
Other Middle East (4)		82	-19.9% ▼	223467	NA
Total Middle East		174	-10.2% ▼	1177707	NA
Total		1340	-4.0% ▼	4078445	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) 2023 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.