

Direct Selling in Asia/Pacific: 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
Australia	1124	747	-35.8% ▼	386048	78%
China (4)	106566	15043	0.0% –	2970000	NA
Hong Kong	2776	355	-1.1% ▼	233117	70%
India	283764	3435	11.8% ▲	8620000	37%
Indonesia (4)	19523100	1281	-10.6% ▼	8065000	75%
Japan	1493400	10630	-2.2% ▼	2310829	82%
Kazakhstan	323018	708	30.4% ▲	1747228	16%
Korea	21279643	16298	-10.8% ▼	6870720	79%
Malaysia	43333	9503	1.4% ▲	8025636	63%
New Zealand	190	117	6.7% ▲	83527	73%
Philippines	55296	994	-14.9% ▼	3002142	74%
Singapore	601	448	-10.1% ▼	480539	72%
Taiwan	141145	4530	3.3% ▲	3611000	72%
Thailand	75200	2161	-6.0% ▼	11000000	73%
Vietnam (4)	22799000	958	-19.0% ▼	922855	NA
Other Asia/Pacific (4)		365	-1.3% ▼	652100	NA
Total		67573	-3.7% ▼	58980741	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) 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.