

Direct Selling in Europe: 2023 retail sales

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Countries	2023 Sales (1)			2023 - Individuals active in direct selling (3)	
	Local currency (millions)	EURO (2) (millions)	% Sales changes with 2022	Number	% of women
Austria (4)	330	330	3.8% ▲	269337	NA
Belgium (4)	200	200	13.9% ▲	19377	NA
Bulgaria (4)	210	107	29.1% ▲	160652	NA
Croatia (4)	24	24	-19.3% ▼	30035	NA
Cyprus (4)	6	6	2.9% ▲	8239	NA
Czech Rep	9111	380	0.2% ▲	310501	78%
Denmark (4)	577	77	-4.4% ▼	55298	NA
Estonia	50	50	2.1% ▲	37880	90%
Finland	93	93	-6.5% ▼	45171	83%
France	4352	4352	0.0% –	700000	80%
Germany	18276	18276	7.0% ▲	881772	NA
Greece (4)	88	88	3.1% ▲	61334	NA
Hungary (4)	62947	165	-4.2% ▼	324025	NA
Ireland (5)	26	26	5.5% ▲	12974	81%
Italy	2736	2736	-0.3% ▼	610000	71%
Latvia	79	79	1.4% ▲	58410	90%
Lithuania	104	104	3.0% ▲	78770	91%
Luxembourg (4)	35	35	-8.7% ▼	2044	NA
Malta (4)	5	5	-14.6% ▼	6414	NA
Netherlands	113	113	-5.1% ▼	84207	78%
Poland	4597	1011	0.0% –	671792	NA
Portugal	173	173	-13.3% ▼	181300	74%
Romania (4)	1558	315	-5.4% ▼	228348	NA
Slovakia	163	163	-0.8% ▼	174133	88%
Slovenia (4)	26	26	6.4% ▲	19134	NA
Spain	642	642	-6.7% ▼	190428	82%
Sweden	1535	134	-13.4% ▼	70342	79%
Total EU		29712	3.9% ▲	5291917	78%
Kazakhstan	323018	655	30.4% ▲	1747228	16%
Norway (4)	1428	125	-11.3% ▼	40208	NA
Russia	107828	1171	-7.3% ▼	4622803	89%
Switzerland (4)	387	399	0.8% ▲	162644	NA
Turkey (4)	8651	337	81.3% ▲	1355755	77%
Ukraine	6999	177	35.7% ▲	683461	78%
UK (5)	909	1045	-10.0% ▼	320127	78%
Others (4)		320	-14.6% ▼	241493	NA
Total		33940	3.6% ▲	14465636	73%

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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 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.