

Direct Selling in South & Central America: 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
Argentina (4)	526837	1778	114.5% ▲	802000	95%
Bolivia (5)	2422	351	4.9% ▲	433600	83%
Brazil	39764	7962	4.6% ▲	3185487	85%
Chile	422274	503	-8.8% ▼	380961	86%
Colombia	1000145	2312	0.4% ▲	2619383	81%
Ecuador	904	904	2.6% ▲	382499	84%
Mexico	122069	6874	3.0% ▲	3881020	80%
Peru	7970	2129	-0.7% ▼	677830	88%
Uruguay (5)(6)	1883	48	-19.5% ▼	36321	NA
Venezuela (7)					
Central America/Caribbean (6)		733	4.6% ▲	577558	NA
Other South & Central America (6)		28	-1.0% ▼	24829	NA
Total		23620	6.8% ▲	13001488	83%

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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) Argentina is a highly inflationary market. In 2023, inflation increased 134% and real GDP fell 2%, 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.