

Direct Selling in Europe: 2015 retail sales excl. VAT

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Countries	2015 Sales(1)		2015 Nr of Direct Sellers (3)	
	Local currency (millions)	EURO (millions)	Nr	% women
Austria (5)	227	227	166757	na
Belgium (5)	197	197	21244	na
Bulgaria (2) (5)	170	87	195840	na
Croatia (2) (5)	294	39	40945	78%
Czech Rep (2)(5)	6419	235	276666	88%
Denmark (2) (5)	534	72	68400	na
Estonia (4)	30	30	35325	90%
Finland	187	187	82598	88%
France	4140	4140	640215	80%
Germany	13697	13697	838833	na
Greece (5)	135	135	197787	na
Hungary (2)(5)	56290	182	476661	66%
Ireland	37	37	25000	73%
Italy	2647	2647	514500	55%
Latvia (4)	30	30	48726	90%
Lithuania	27	27	104473	92%
Luxembourg	42	42	2700	na
Netherlands (5)	114	114	56280	81%
Poland (2)	4002	956	937076	86%
Portugal (5)	233	233	216845	81%
Romania (2)(5)	1314	296	307500	na
Slovakia (5)	137	137	189940	91%
Slovenia (5)	16	16	21630	70%
Spain (5)	618	618	208549	68%
Sweden (2) (5)	2393	256	106883	70%
UK (2)	2645	3644	625000	77%
Total EU		28281	6406373	79%
Norway (2) (5)	870	97	104406	na
Russia (2)	130699	1920	5148803	87%
Switzerland (2)(5)	306	287	157616	na
Turkey (2) & (5)	2074	686	1306176	na
Ukraine (2)	7245	303	1050162	82%
Others (5)	0	456	376600	na
Total		32030	14550136	80%

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(1) Sales figures are expressed at estimated retail level excl. VAT and based on the size of the entire industry unless otherwise noted.

(2) Average annual exchange rates for 2015 from the European Central Bank were used to convert local currency to euro.

(3) Direct sellers are individuals who are career minded entrepreneurs building their own business, or part-time entrepreneurs earning extra income. All enjoy significant discounts on products. Some choose only to enjoy and use the products and not to sell at all.

(4) Figures based on DSA member companies and not the entire industry.

(5) WFDSA research estimate.

