

Direct Selling in Europe - 2012 Retail Sales excl. VAT

Countries	2012 Sales		2012 Nr of Direct Sellers (3)			Selling methods		
	Local currency (millions)	EURO (millions)	Nr	% women	% part-time	%Person to Person	%Party Plan	Other
Austria (2)	218,00	218,00	14162	na	na	na	na	na
Belgium	181,00	181,00	17239	67%	72%	27%	73%	
Bulgaria (1)	145,00	74,00	134501	86%	84%	92%	8%	
Czech Rep (1)	6589,00	262,00	255786	92%	88%	90%	10%	
Denmark (2)	514,00	69,00	64449	60%	93%	50%	50%	
Estonia (1)	29,00	29,00	22000	90%	95%	95%	5%	
Finland	178,00	178,00	78100	87%	90%	70%	27%	3%
France	3850,00	3850,00	521000	79%	75%	61%	39%	
Germany (2)(3)	11785,00	11785,00	287185	80%	91%	48%	52%	
Greece (1)	170,00	170,00	270301	81%	54%	95%	3%	2%
Hungary	59702,00	208,00	479964	73%	49%	88%	9%	3%
Ireland	53,00	53,00	20150	77%	80%	83%	17%	
Italy	2304,00	2304,00	473718	71%	96%	72%	28%	
Latvia (1)	27,00	27,00	31200	95%	95%	92%	8%	
Lithuania	24,00	24,00	75500	90%	95%	99%	1%	
Luxembourg	42,00	42,00	2700	na	na	na	na	
Netherlands	102,00	102,00	46120	77%	na	85%	15%	
Poland	3533,00	844,00	897500	83%	60%	95%	5%	
Portugal (1)	200,00	200,00	85620	83%	na	60%	9%	31%
Romania (1)	1205,00	270,00	303542	80%	na	97%	3%	
Slovakia (1)	130,00	130,00	137441	94%	na	93%	7%	
Slovenia	20,00	20,00	16642	70%	30%	80%	20%	
Spain (4)	633,00	633,00	72258	85%	na	na	na	
Sweden	2370,00	272,00	88800	85%	95%	70%	30%	
UK	2000,00	2466,00	420000	75%	80%	70%	30%	
Total EU		24411,00	4815878	79%	76%	65%	34%	1%
Croatia	261,00	35,00	32650	95%	90%	75%	5%	20%
Norway	815,00	109,00	100000	80%	20%	40%	60%	
Russia	134312,000	3358,00	4305033	na	86%	86%	14%	
Switzerland (2)	319,00	265,00	12241	80%	85%	68%	32%	
Turkey (1)	1696,00	733,00	828762	90%	na	99%	1%	
Ukraine (1)	5955,00	581,00	1261484	87%	97%	100%	0%	
Others (2)		261,00	6540170	na	na	na	na	na
Total		29753,00	11356048	84%	80%	70%	28%	2%

©Copyright WFDSA/Seldia 2013

Figures are based on the entire industry (i.e. DSA member and non-member companies unless otherwise noted). Sales figures are expressed at estimated retail level and exclude VAT. This year for the first time, sales figures for 2011 and for 2012 are expressed in constant euro to exclude the impact of foreign exchange and ensure comparability. Annual average exchange rate for 2012 from European Central Bank have been used to convert both 2011 and 2012 data from local currency to euro.

(1) Based only on DSA member companies

(2) Source: WFDSA research estimate

(3) The German DSA (BDD) commissioned the University of Mannheim to do a study on direct selling in Germany. The results were published after WFDSA/Seldia deadline for publication. It shows €17,4 billion in turnover including VAT and is based on a broader definition of direct selling than that used by WFDSA/Seldia.

(4) In Spain only those who pursue direct selling as a full-time or part-time business are counted. In 2012 there were 72,257 Business Builders (designated in Spanish by the English term "Business Builders" or *impulsores de negocio*).

(5) Direct sellers are career-minded entrepreneurs building their own business...or part-time entrepreneurs earning extra income. Of this diverse group, many were customers of the products/services prior to becoming a company representative. As Direct Sellers, all enjoy significant discounts and in fact, some choose only to enjoy and use the discounted products and decide not to sell at all (Source: WFDSA)