

Direct Selling in Europe - 2013 Retail Sales excl. VAT

Countries	2013 Sales(1)		2013 Nr of Direct Sellers (3)		
	Local currency (millions)	EURO (millions)	Nr	% women	% part-time
Austria (4)(5)	218	218	14728	na	na
Belgium (4)(5)	190	190	18100	na	na
Bulgaria (5)	152	78	117208	86%	84%
Croatia (5)	269	36	33630	95%	90%
Czech Rep (4)(5)	6450	248	246506	92%	88%
Denmark (5)	471	63	32830	na	na
Estonia (4)	30	30	34388	90%	95%
Finland (5)	180	180	79638	87%	90%
France	4000	4000	534672	82%	75%
Germany (6)	12270	12270	376415	na	na
Greece (4)(5)	163	163	270331	81%	na
Hungary	56468	190	473725	73%	na
Ireland	50	50	21000	75%	na
Italy	2332	2332	521642	63%	na
Latvia (4)	29	29	45563	90%	na
Lithuania	26	26	101358	90%	na
Luxembourg	42	42	2700	95%	na
Netherlands	111	111	53057	75%	na
Poland	3700	881	900008	83%	na
Portugal (4)	208	208	107900	na	na
Romania (4)(5)	1233	279	292561	na	na
Slovakia (4)(5)	131	131	145000	na	na
Slovenia	18	18	23000	85%	na
Spain	588	588	202008	70%	na
Sweden	2309	267	112969	80%	na
UK	2134	2513	420000	75%	na
Total EU		25141	5180937		
Norway (5)	807	103	99000	na	na
Russia	137936	3258	5042778	88%	na
Switzerland (5)	303	246	12250	na	na
Turkey (5)	1738	685	863475	86%	na
Ukraine	5801	547	1187836	87%	na
Others (5)(7)	341	257	670000	na	na
Total		30237,00	13056276		

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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) Sales figures are expressed in constant euro to exclude impact of foreign exchange and ensure comparability. Exchange rates of European Central Bank as at 31 December 2013 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.

(6) The German DSA (Bundesverband Direktvertrieb Deutschland - BDD) commissions the University of Mannheim to conduct its annual statistic research. Final 2013 report will be published in August. Preliminary figures indicate the size of the German market at 14,6 billion €, including VAT, based on a broader definition of direct selling than that used by WFDSA. In 2014, BDD is not including the construction and finance/insurance sectors. For the sake of comparability, WFDSA has further excluded items such as VAT, energy and telecommunications sectors.

(7) Local currency: USD
