

Direct Selling



2021 EU Statistics

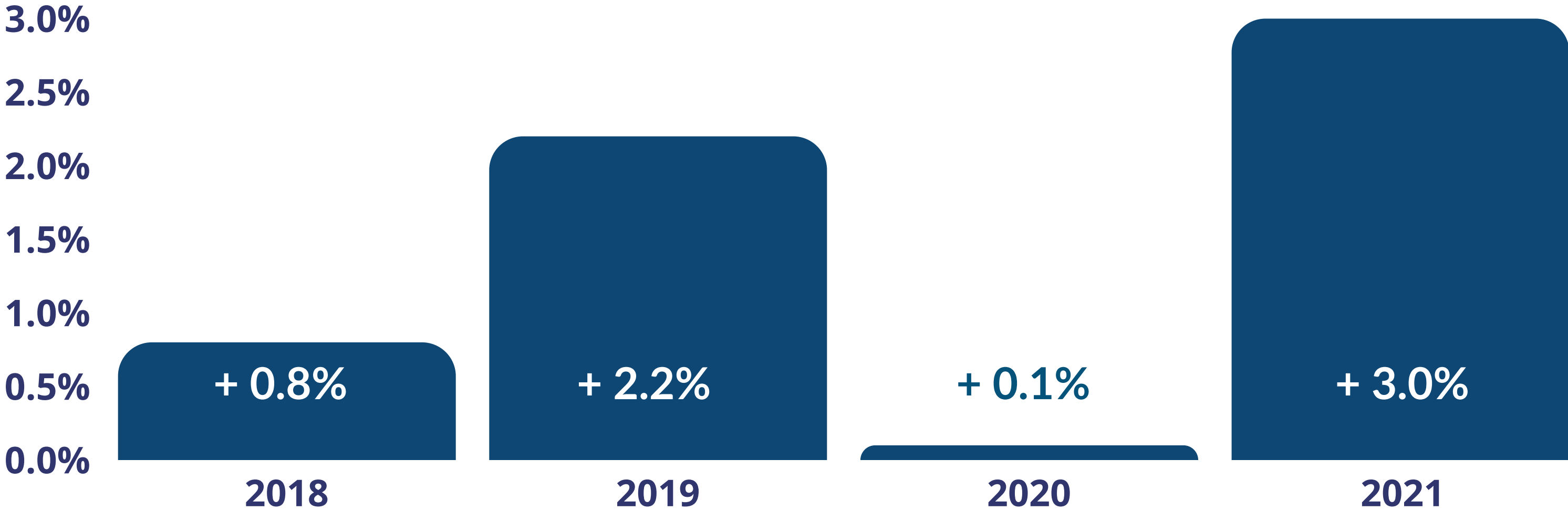
Overview

2021 Top 5 Direct Selling Markets in the EU in Billion €



1. **Germany (16,03) + 1.9%**
2. **France (4,58) + 2%**
3. **Italy (2,64) + 6.4%**
4. **Poland (1,08) + 10.4%**
5. **Spain (0,78) + 2.8%**

% Annual Change in Total Retail Sales in the EU (in constant €)



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Direct Selling Retail sales in the EU

(Excl. VAT)



Breakdown of sales by product groups



2020

2021

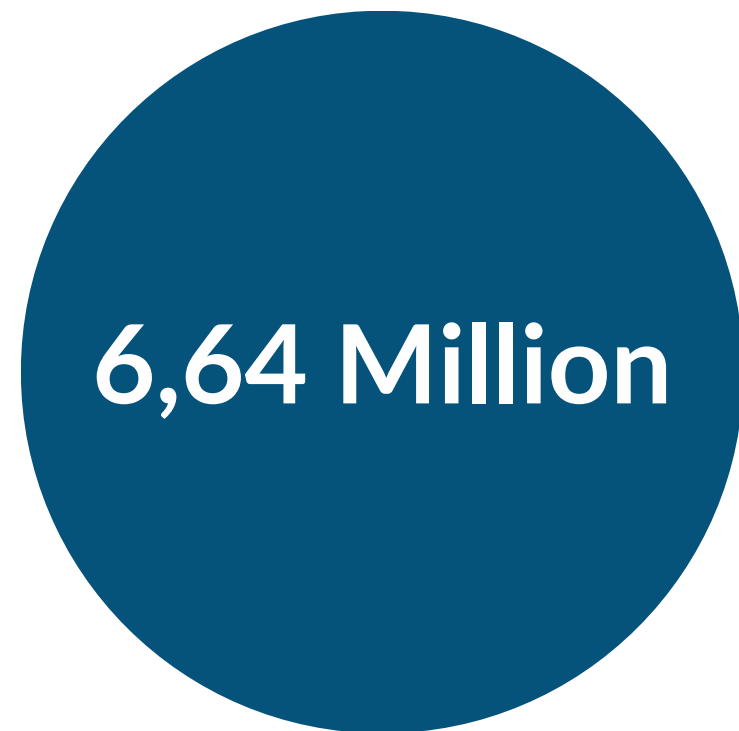


The European Direct Selling Association

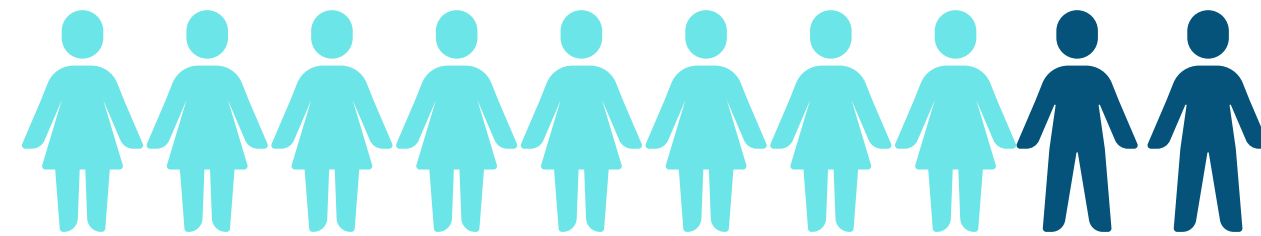
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People active in Direct Selling in the EU

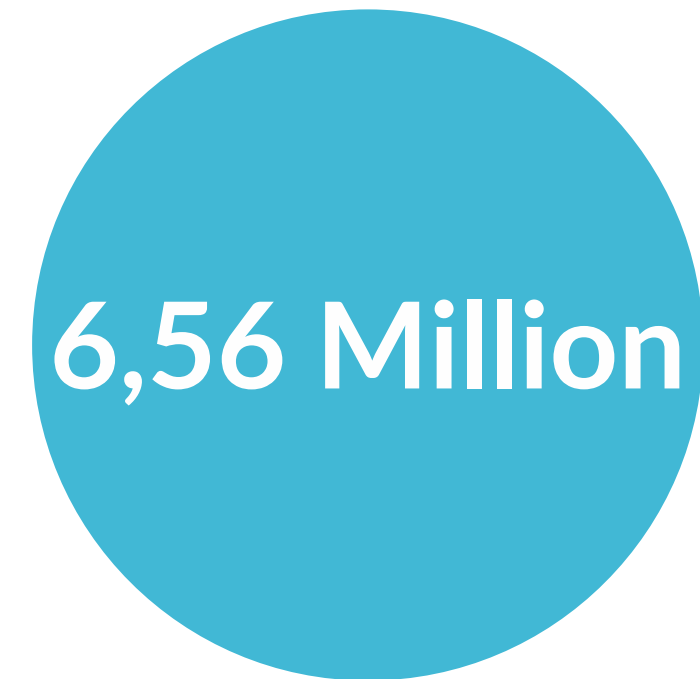
2020



79% women



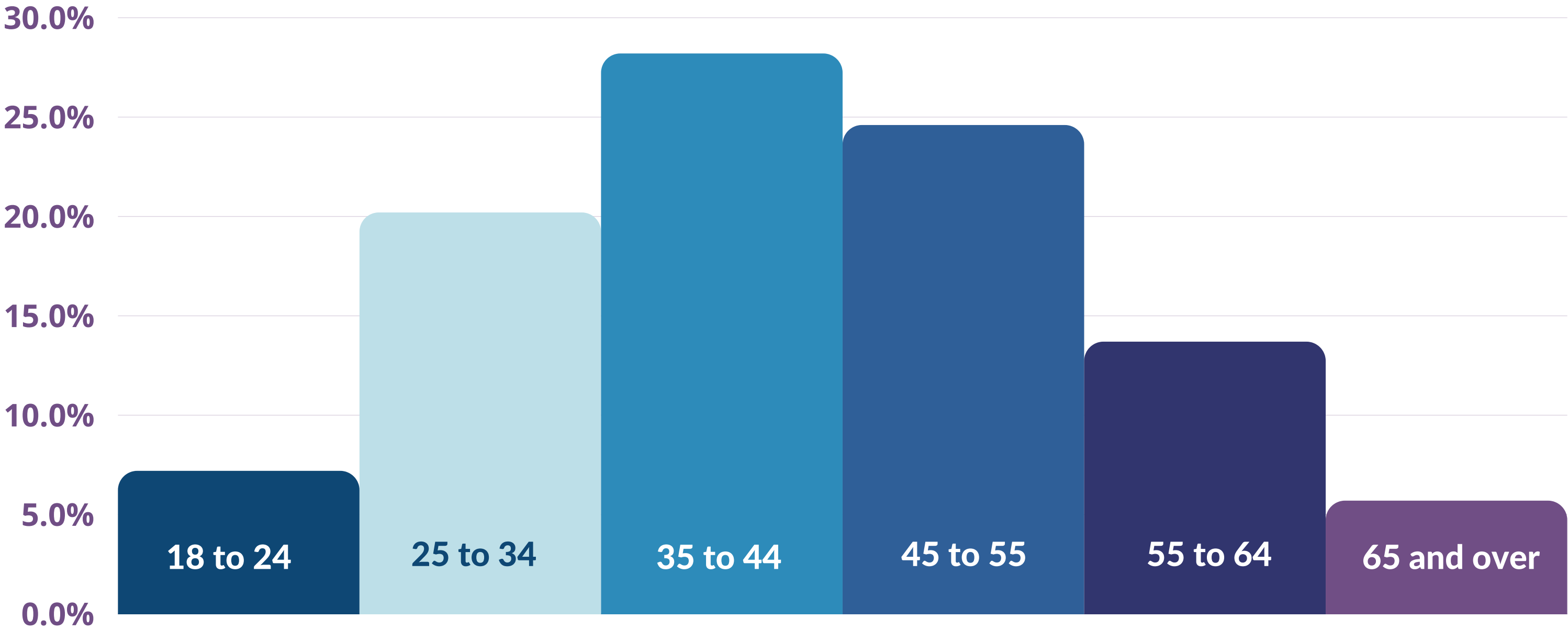
2021



81% women

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People active in Direct Selling by Age



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