



Direct Selling in 2022



Statistics overview

seldia

The European
Direct Selling Association

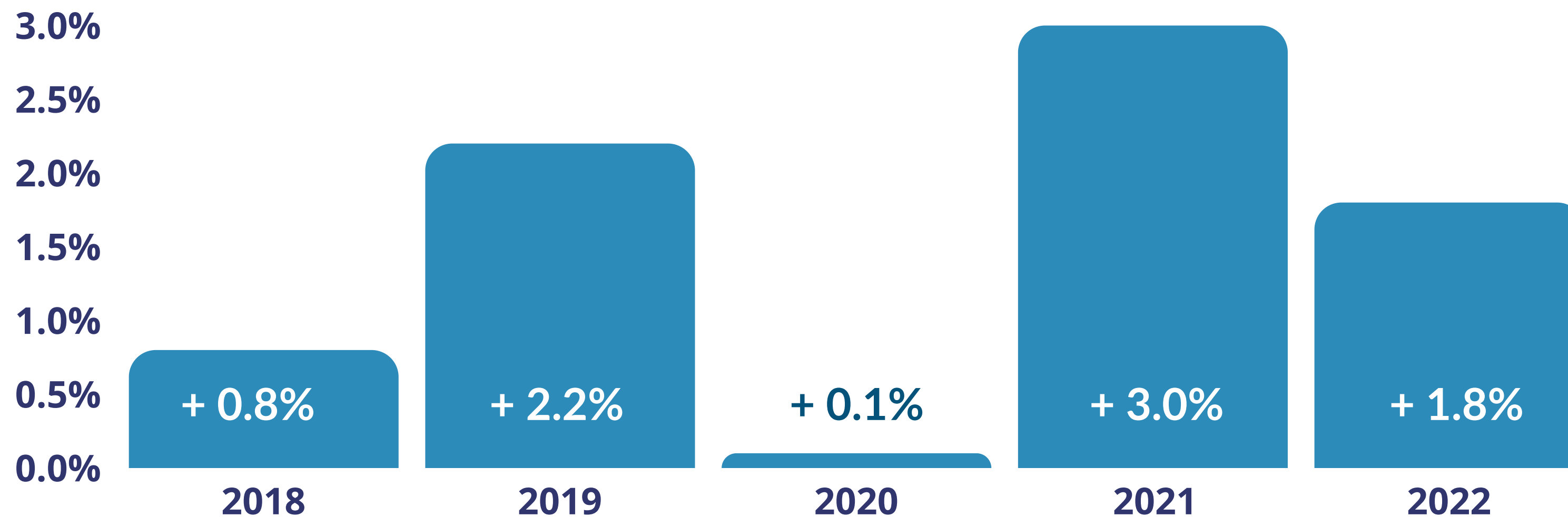
Visuals based on the data published by the WFDSA > wfdsa.org/global-statistics/

2022 Top 5 Direct Selling Markets in the EU in Billion €



1.	Germany:	17,08	+ 6.6%
2.	France:	4,35	- 5 %
3.	Italy:	2,74	+ 3.9%
4.	Poland:	0,97	- 6.8 %
5.	Spain:	0,68	- 12.5%

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



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Direct Selling Retail sales in the EU

(Excl. VAT)



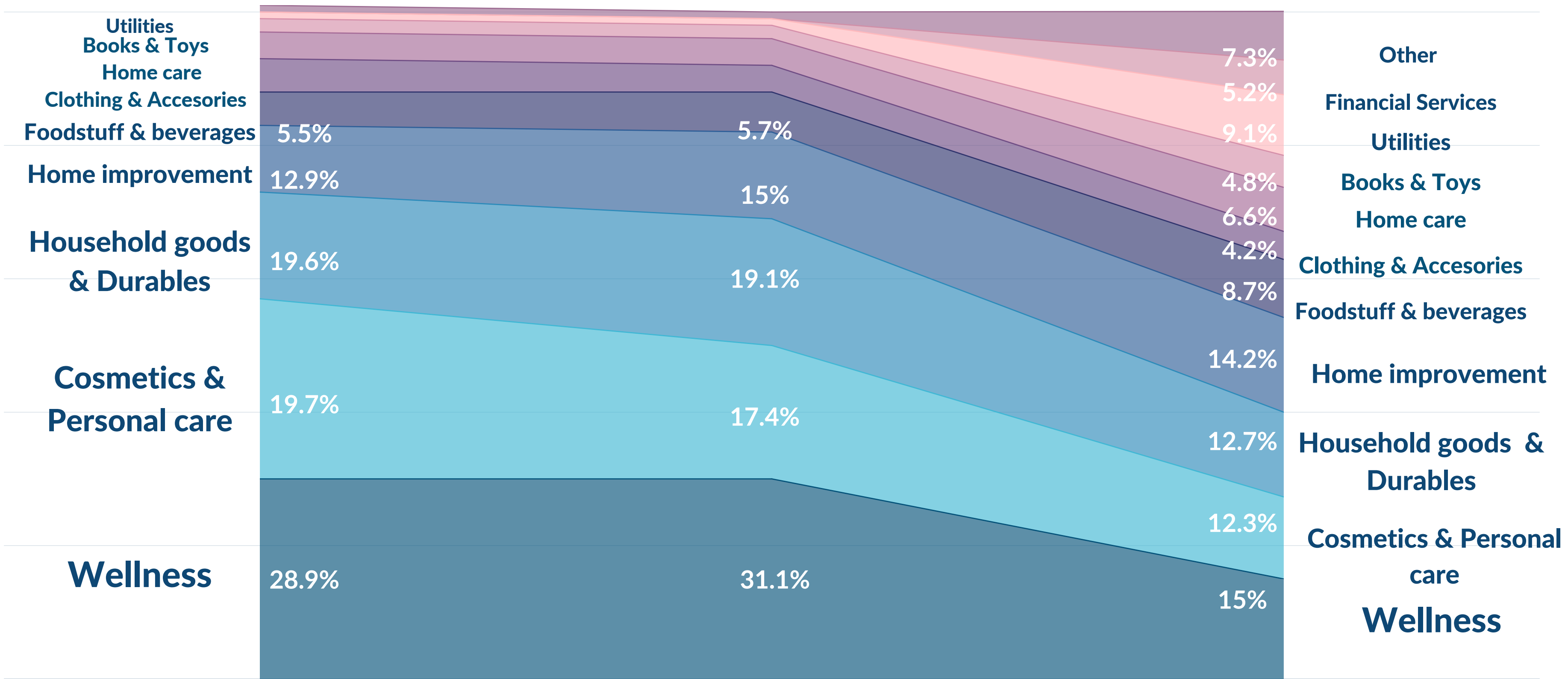
2020
27.31 Billion €

2021
28,10 Billion €

2022
28,56 Billion €

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Sales by product categories

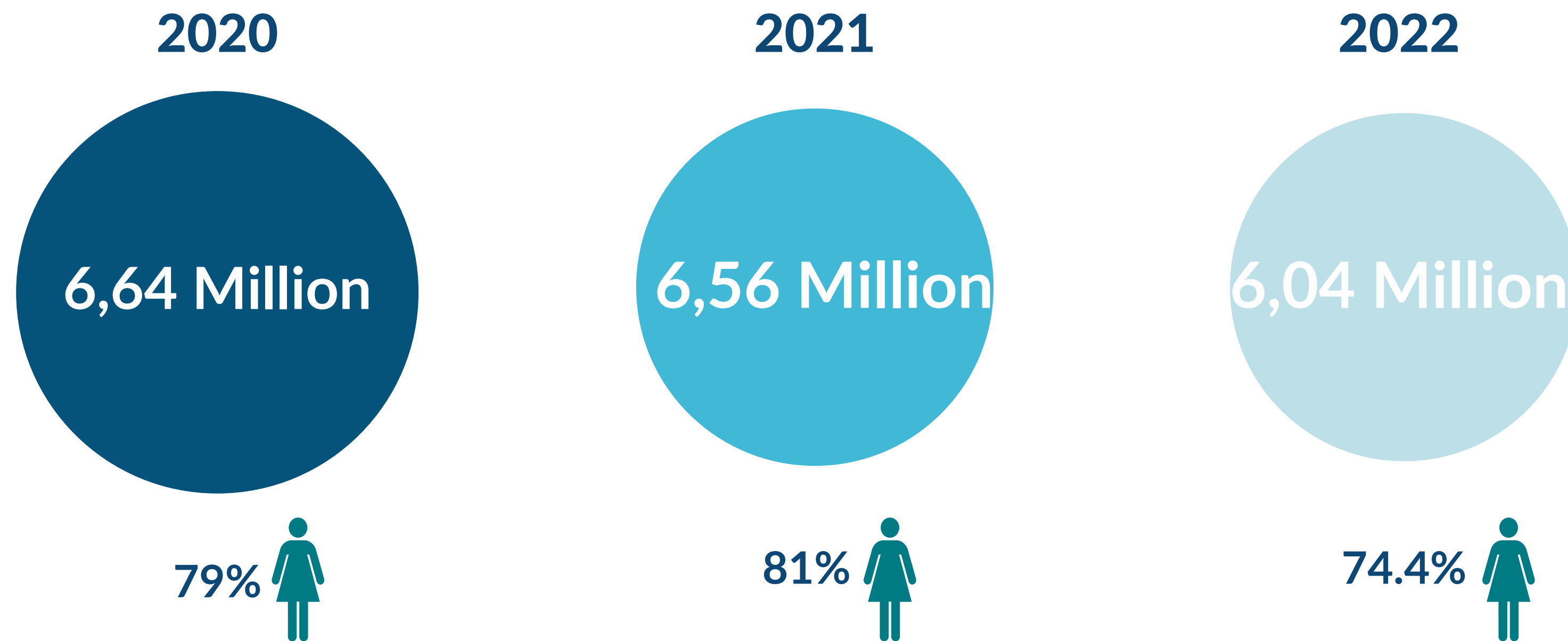


2020

2021

2022

People active in Direct Selling in the EU



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For more information

seldia.eu

wfdsa.org/global-statistics/