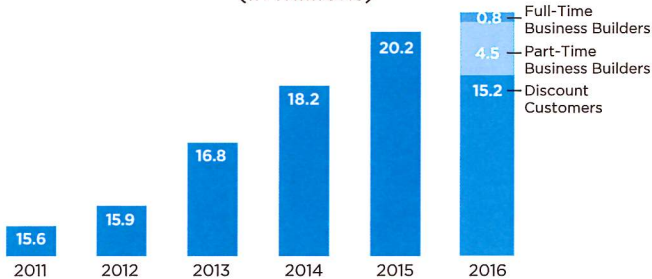


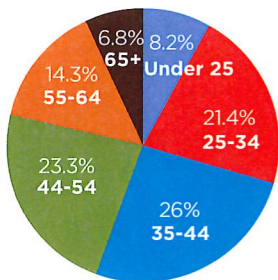
# Direct Selling in 2016: An Overview

A record **20.5 million people** were involved in direct selling in the United States in 2016, a 1.5% increase from the previous year. These people are affiliated with direct selling companies, and are eligible to purchase products at a discount, and resell them at a profit. They are also eligible to sponsor others to do the same. **5.3 million are building independent businesses as direct sellers**, meaning they are actively managing a customer base and possibly sponsoring others to do the same. 800,000 of these people are full-time and 4.5 million are part time. In addition, **15.2 million** others receive a discount on products and services that they personally enjoy and use. Estimated direct retail sales of \$35.54 billion in 2016 is the second most in direct selling history.

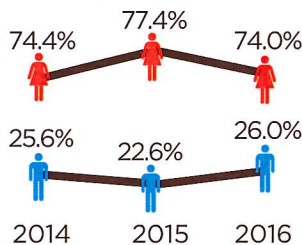
People Involved in Direct Selling  
(in millions)



People Involved by Age

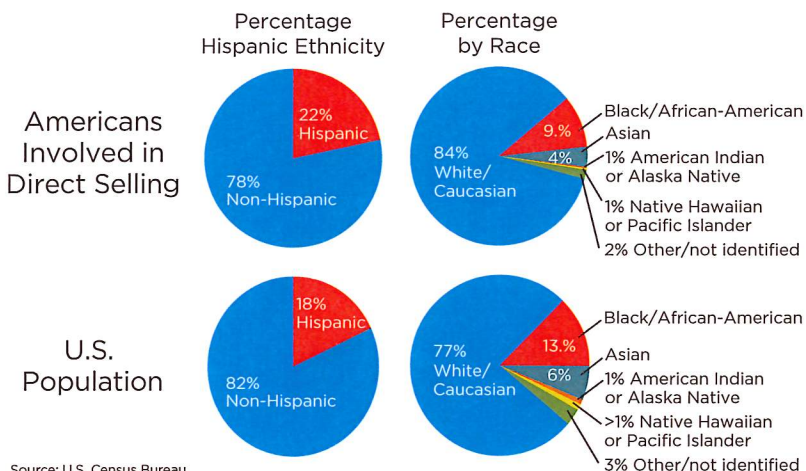


People Involved by Gender



## Ethnic and Racial Demographics

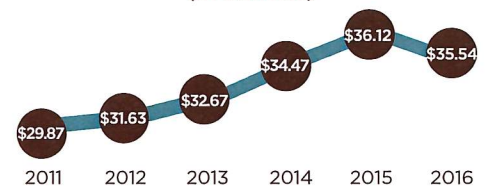
Direct selling reflects America.



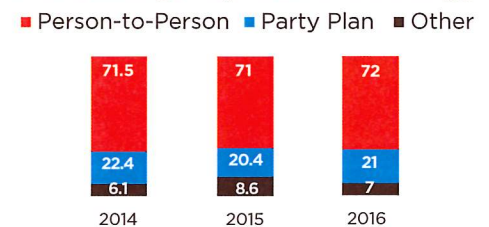
Source: U.S. Census Bureau

Source: 2017 Growth & Outlook Report: U.S. Direct Selling in 2016; For further information visit [www.dsa.org/benefits/research](http://www.dsa.org/benefits/research).

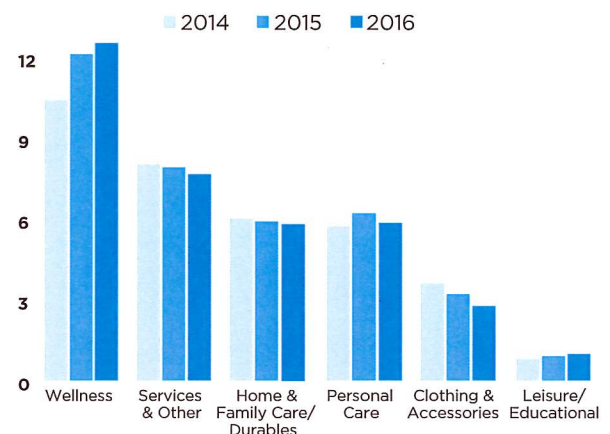
U.S. Retail Sales  
(in billions)



Percentage by Sales Strategy

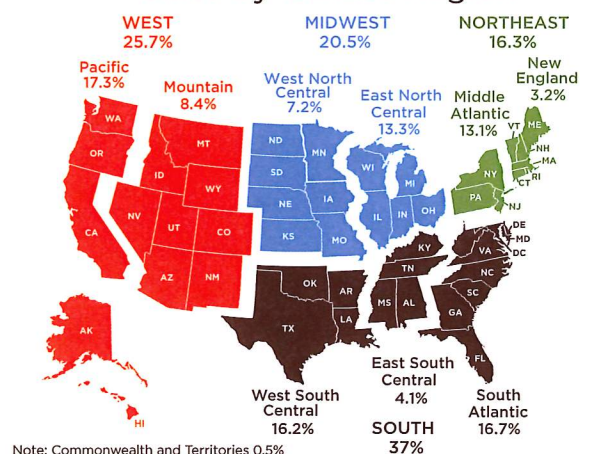


Sales by Major Product Group  
(in billions)



Note: Starting in 2014, adults products were moved from Other to Leisure & Educational.

Sales by Census Region

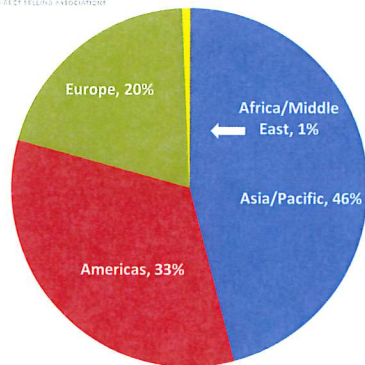


Note: Commonwealth and Territories 0.5%

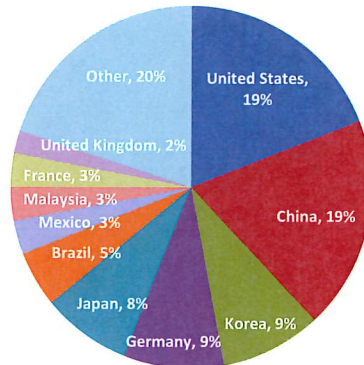
## Global Direct Selling - 2016 Retail Sales

Published June 1, 2017

Not for use after May 31, 2018



Regional Sales



Top 10 Global Markets

**Global Industry: \$182,556 (USD millions), Up 1.9% in Constant 2016 USD**

Region/Country	2016 Retail Sales (1)		% Sales Change (YOY) in Constant 2016 USD (2)	3-Year CAGR in Constant 2016 USD (2013-16)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
<b>Global</b>	na	182,556	1.9% ▲	5.2%	107,337,983
<b>Asia/Pacific</b>	na	83,750	1.1% ▲	6.7%	53,469,755
Australia (4)	1,600	1,185	8.0% ▲	2.4%	641,000
China (5)	225,017	33,888	1.9% ▲	12.9%	na
Hong Kong (4)	2,807	362	-2.9% ▼	-11.0%	199,126
India	79,276	1,180	4.2% ▲	4.8%	4,031,262
Indonesia	15,750,900	1,184	10.0% ▲	10.3%	14,003,000
Japan	1,665,000	15,305	-6.2% ▼	-1.6%	3,112,000
Kazakhstan	81,400	238	19.0% ▲	9.5%	871,993
Korea	19,564,000	16,862	3.8% ▲	6.7%	6,973,000
Malaysia	20,000	4,819	1.2% ▲	6.6%	4,000,000
New Zealand	238	165	-19.2% ▼	-5.6%	108,510
Philippines	59,289	1,248	5.0% ▲	6.6%	4,360,650
Singapore	529	384	3.5% ▲	1.3%	407,277
Taiwan	117,333	3,642	9.8% ▲	7.1%	2,783,000
Thailand	93,333	2,644	1.0% ▲	0.0%	11,200,000
Vietnam	9,450,000	427	-2.5% ▼	3.2%	637,637
Other Asia/Pacific (5)	na	218	1.0% ▲	7.6%	141,300
<b>Africa/Middle East</b>	na	1,360	9.5% ▲	6.0%	3,030,393
<b>Africa</b>	na	1,139	9.8% ▲	5.6%	2,204,923
Morocco (5)	1,123	114	3.0% ▲	6.7%	289,700
South Africa	9,013	613	18.3% ▲	9.1%	1,353,223
Other Africa (5)	na	412	1.0% ▲	1.0%	562,000
<b>Middle East</b>	na	221	7.5% ▲	8.2%	825,470
Israel (5)	200	52	0.0% ▬	1.7%	26,149
United Arab Emirates (4)	40	11	15.0% ▲	na	552,321
Other Middle East (5)	na	158	9.7% ▲	8.1%	247,000
<b>Americas</b>	na	60,898	1.1% ▲	3.3%	35,966,338
<b>North America</b>	na	37,457	-1.3% ▼	3.0%	21,783,000
Canada	2,549	1,917	5.8% ▲	5.1%	1,283,000
United States	35,540	35,540	-1.6% ▼	2.8%	20,500,000

Region/Country	2016 Retail Sales (1)		% Sales Change (YOY) in Constant 2016 USD (2)	3-Year CAGR in Constant 2016 USD (2013-16)	Independent Representatives (3)
	Local Currency (millions)	USD (millions)			
<b>South &amp; Central America</b>	na	23,441	5.1% ▲	3.9%	14,183,338
Argentina (6)	26,924	1,824	41.2% ▲	37.4%	798,000
Bolivia (4)(5)	2,433	352	5.8% ▲	1.2%	320,920
Brazil	30,326	8,689	-0.1% ▼	-0.3%	4,335,834
Chile	401,528	593	7.0% ▲	7.3%	374,800
Colombia	7,293,117	2,388	5.6% ▲	8.8%	2,327,944
Ecuador	949	949	-0.7% ▼	2.9%	902,302
Mexico	109,250	5,855	3.7% ▲	1.7%	2,600,000
Peru	5,646	1,695	7.1% ▲	5.8%	674,103
Uruguay (4)(5)	2,321	77	2.6% ▲	7.7%	95,878
Venezuela (2)(5)(6)	77,450	157	86.9% ▲	69.2%	769,015
Central America/Caribbean (5)	na	833	5.0% ▲	3.3%	956,362
Other South & Central America (5)	na	29	5.0% ▲	4.7%	28,180
<b>Europe</b>	na	36,548	4.8% ▲	4.9%	14,871,497
<b>Western Europe</b>	na	30,476	4.1% ▲	5.0%	4,134,130
Austria (5)	232	258	2.0% ▲	2.0%	165,089
Belgium (5)	215	239	9.4% ▲	4.2%	45,000
Denmark	551	82	3.1% ▲	5.3%	64,000
Finland	192	213	2.4% ▲	2.1%	83,868
France	4,111	4,568	-0.7% ▼	0.9%	671,920
Germany	14,290	15,878	4.3% ▲	5.2%	865,883
Greece	124	138	-8.2% ▼	-8.9%	170,917
Ireland (4)	38	42	3.4% ▲	-8.7%	26,000
Italy	2,791	3,101	5.5% ▲	6.2%	546,400
Luxembourg	43	48	3.6% ▲	1.2%	2,800
Netherlands	147	164	16.2% ▲	10.1%	93,363
Norway	1,316	157	6.1% ▲	6.9%	87,000
Portugal	238	265	2.4% ▲	4.6%	206,400
Spain	780	866	8.6% ▲	9.9%	252,437
Sweden	2,335	273	-1.8% ▼	0.4%	103,833
Switzerland (5)	319	323	4.5% ▲	1.7%	156,040
United Kingdom	2,845	3,845	7.5% ▲	10.1%	575,000
Other Western Europe (5)	19	19	4.0% ▲	-0.9%	18,180
<b>Central &amp; Eastern Europe</b>	na	6,072	8.2% ▲	4.2%	10,737,367
Bulgaria	155	87	7.4% ▲	0.4%	195,824
Croatia	278	41	-5.6% ▼	1.1%	41,887
Czech Republic	6,849	280	6.7% ▲	2.0%	288,009
Estonia	46	51	4.2% ▲	0.9%	45,051
Hungary	56,797	202	0.9% ▲	0.2%	491,914
Latvia	59	66	3.5% ▲	2.2%	62,438
Lithuania	75	83	5.6% ▲	3.2%	81,469
Poland	4,209	1,068	5.2% ▲	4.4%	980,791
Romania (5)	1,470	360	11.9% ▲	6.0%	350,000
Russia	145,207	2,172	11.1% ▲	1.7%	5,148,803
Slovakia	146	162	6.6% ▲	3.6%	194,500
Slovenia	22	24	3.8% ▲	5.6%	17,892
Turkey (5)	2,281	755	10.0% ▲	9.5%	1,436,794
Ukraine	7,551	296	4.2% ▲	9.2%	1,032,635
Other Central & Eastern Europe (5)	na	424	8.0% ▲	9.6%	369,360

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(1) Sales figures are expressed at Estimated Retail level and exclude Value Added Tax. Figures are based on the size of the entire industry, unless otherwise noted.

(2) Sales figures for 2015 and 2016 are expressed in US Constant 2016 Dollars to exclude the impact of foreign exchange and ensure comparability. Average annual exchange rates from the International Monetary Fund (IMF), secondarily, from OANDA have been used to convert data from local currency to US dollars. An exception is Venezuela, where an average of SIMADI/DICOM exchange rates from www.venezuelaecon.com was calculated.

(3) Independent Representatives include individuals who are career minded entrepreneurs building their own businesses ... or part-time entrepreneurs earning extra income. Most enjoy significant discounts on products. In fact, some choose only to enjoy and use the products and not to sell at all.

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

(5) WFDSA research estimate

(6) Argentina and Venezuela are highly inflationary markets. As of April 2017, for Argentina, the IMF forecasts inflation of 26% for 2017, but a real increase in the economy of 2%. That is GDP in constant prices will increase 2%. For Venezuela, the IMF forecasts inflation of 720% and a real decrease in the economy of 7%.