# **FACT SHEET Global Direct Selling**



# 2012 Global Retail Sales: USD \$166,876 million ▲ 5.4%

#### **Direct Selling Direct Selling Business Community** Direct Selling is a business model The 89.7 million individuals who represent Direct Selling •Direct Selling offers entrepreneurial opportunities to individuals companies around the world are: • Career-minded entrepreneurs who build their own businesses as independent contractors to market and/or sell products and marketing the products/services of a Direct Selling company services, typically outside of a fixed retail establishment, through with which they have an agreement or contract ... or part-time one-to-one selling, in-home product demonstrations or online. *micro-entrepreneurs* who earn extra income by doing so. •Individuals involved in Direct Selling may be called distributors, • Those seeking new skills, who join for the training and rerepresentatives, consultants or various other titles. training. •Those involved may participate in various ways, including selling • Those seeking new contacts, greater self-esteem, and those the products themselves or through their sales organizations, who want to give back to the community through the many providing training and leadership to their sales organizations, Direct Selling social responsibility initiatives. referring customers to the company and purchasing products and Of this diverse group, many were customers of the services for personal use. products/services prior to becoming a company representative. Compensation of those involved in Direct Selling is ultimately All enjoy significant discounts on products and in fact, some based on sales and may be earned based on personal sales and/or choose only to enjoy and use the discounted products and decide the sales of others in their sales organizations. not to sell them at all. Sales by Sales Method Gender Other 2% Party Plan Male / Groups 25% 18% Person to **Female** Person **75%** 80% **Sales by Product Category** 35% 25% 14% 9% 4% 3% 3% 2% 2% 2% 1% Clothing & Cosmetics & Home Care Household Wellness Books, Toys, Foodstuff & Home Utilities Financial Other

©Copyright WFDSA 2013

Personal Care

Goods &

Durables

Accessories

Note: Sales figures are expressed at estimated retail level and exclude VAT. Average annual exchange rates from the IMF have been used to convert both 2011 and 2012 local currency to US dollars. Percentages may not sum to 100% due to rounding.

Stationery, Etc.

Beverages

Improvement

Services

# **FACT SHEET Direct Selling: United States**



# 2012 United States Retail Sales: USD \$31,630 million ▲ 5.9%

#### **Direct Selling Direct Selling Business Community** Direct Selling is a business model The 15.9 million individuals who represent Direct Selling •Direct Selling offers entrepreneurial opportunities to individuals companies in the United States are: • Career-minded entrepreneurs who build their own businesses as independent contractors to market and/or sell products and marketing the products/services of a Direct Selling company services, typically outside of a fixed retail establishment, through with which they have an agreement or contract ... or part-time one-to-one selling, in-home product demonstrations or online. *micro-entrepreneurs* who earn extra income by doing so. •Individuals involved in Direct Selling may be called distributors, • Those seeking new skills, who join for the training and rerepresentatives, consultants or various other titles. training. •Those involved may participate in various ways, including selling • Those seeking new contacts, greater self-esteem, and those the products themselves or through their sales organizations, who want to give back to the community through the many providing training and leadership to their sales organizations, Direct Selling social responsibility initiatives. referring customers to the company and purchasing products and Of this diverse group, many were customers of the services for personal use. products/services prior to becoming a company representative. Compensation of those involved in Direct Selling is ultimately All enjoy significant discounts on products and in fact, some based on sales and may be earned based on personal sales and/or choose only to enjoy and use the discounted products and decide the sales of others in their sales organizations. not to sell them at all. Sales by Sales Method Gender Other Male **Party Plan** 23% / Groups 27% Person to Person **Female** 77% 68% **Sales by Product Category** 27% 19% 17% 12% 10% 8% 3% 2% 2% 1% 0% Clothing & Cosmetics & Home Care Household Wellness Foodstuff & Home Utilities Financial Other Goods & Stationery, Etc.

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Note: Figures are based on the entire industry (i.e., DSA member and non-member companies). Sales figures are expressed at estimated retail level and exclude VAT. Percentages may not sum to 100% due to rounding.

# FACT SHEET Direct Selling: Japan



# 2012 Japan Retail Sales: LC 1,812,000 / USD \$22,710 million ▼4.8%

#### **Direct Selling Direct Selling Business Community** Direct Selling is a business model The 3.4 million individuals who represent Direct Selling •Direct Selling offers entrepreneurial opportunities to individuals companies in Japan are: • Career-minded entrepreneurs who build their own businesses as independent contractors to market and/or sell products and marketing the products/services of a Direct Selling company services, typically outside of a fixed retail establishment, through with which they have an agreement or contract ... or part-time one-to-one selling, in-home product demonstrations or online. *micro-entrepreneurs* who earn extra income by doing so. •Individuals involved in Direct Selling may be called distributors, • Those seeking new skills, who join for the training and rerepresentatives, consultants or various other titles. training. •Those involved may participate in various ways, including selling • Those seeking new contacts, greater self-esteem, and those the products themselves or through their sales organizations, who want to give back to the community through the many providing training and leadership to their sales organizations, Direct Selling social responsibility initiatives. referring customers to the company and purchasing products and Of this diverse group, many were customers of the services for personal use. products/services prior to becoming a company representative. Compensation of those involved in Direct Selling is ultimately All enjoy significant discounts on products and in fact, some based on sales and may be earned based on personal sales and/or choose only to enjoy and use the discounted products and decide the sales of others in their sales organizations. not to sell them at all. Sales by Sales Method Gender Other **Party Plan** / Groups Male 0% 22% **Female** Person to 78% Person 95% **Sales by Product Category** 30% 29% 19% 9% 5% 4% 3% 2% 0% 0% 0%

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Cosmetics &

Personal Care

Home Care

Household

Goods &

Durables

Wellness

Clothing &

Accessories

Note: 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. Average annual exchange rates from the IMF have been used to convert both 2011 and 2012 local currency to US dollars. Percentages may not sum to 100% due to rounding. The following figures are based only on DSA member companies: sales by product, sales by sales method, and community members by gender.

Books, Toys,

Stationery, Etc.

Foodstuff &

Beverages

Improvement

Utilities

Other

Services

# **Direct Selling: Brazil**



## 2012 Brazil Retail Sales: LC 28,537 / USD \$14,604 million ▲ 13.1%

#### **Direct Selling Direct Selling Business Community** Direct Selling is a business model The 6.7 million individuals who represent Direct Selling •Direct Selling offers entrepreneurial opportunities to individuals companies in Brazil are: • Career-minded entrepreneurs who build their own businesses as independent contractors to market and/or sell products and marketing the products/services of a Direct Selling company services, typically outside of a fixed retail establishment, through with which they have an agreement or contract ... or part-time one-to-one selling, in-home product demonstrations or online. *micro-entrepreneurs* who earn extra income by doing so. •Individuals involved in Direct Selling may be called distributors, • Those seeking new skills, who join for the training and rerepresentatives, consultants or various other titles. training. •Those involved may participate in various ways, including selling • Those seeking new contacts, greater self-esteem, and those the products themselves or through their sales organizations, who want to give back to the community through the many providing training and leadership to their sales organizations, Direct Selling social responsibility initiatives. referring customers to the company and purchasing products and Of this diverse group, many were customers of the services for personal use. products/services prior to becoming a company representative. Compensation of those involved in Direct Selling is ultimately All enjoy significant discounts on products and in fact, some based on sales and may be earned based on personal sales and/or choose only to enjoy and use the discounted products and decide the sales of others in their sales organizations. not to sell them at all. Sales by Sales Method Gender Party Plan / Groups 0% Data not available Person to Person 100% **Sales by Product Category** 83% 6% 5% 4% 2% 0% 0% 0% 0% 0% 0% Clothing & Cosmetics & Home Care Household Wellness Books, Toys, Foodstuff & Home Financial Other Personal Care Goods & Stationery, Etc. Services Accessories Beverages Improvement Durables

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# FACT SHEET Direct Selling: Korea



## 2012 Korea Retail Sales: LC 14,952,123 / USD \$13,273 million ▲ 4.3%

#### **Direct Selling Direct Selling Business Community** Direct Selling is a business model The 5.0 million individuals who represent Direct Selling •Direct Selling offers entrepreneurial opportunities to individuals companies in Korea are: • Career-minded entrepreneurs who build their own businesses as independent contractors to market and/or sell products and marketing the products/services of a Direct Selling company services, typically outside of a fixed retail establishment, through with which they have an agreement or contract ... or part-time one-to-one selling, in-home product demonstrations or online. *micro-entrepreneurs* who earn extra income by doing so. •Individuals involved in Direct Selling may be called distributors, • Those seeking new skills, who join for the training and rerepresentatives, consultants or various other titles. training. •Those involved may participate in various ways, including selling • Those seeking new contacts, greater self-esteem, and those the products themselves or through their sales organizations, who want to give back to the community through the many providing training and leadership to their sales organizations, Direct Selling social responsibility initiatives. referring customers to the company and purchasing products and Of this diverse group, many were customers of the services for personal use. products/services prior to becoming a company representative. Compensation of those involved in Direct Selling is ultimately All enjoy significant discounts on products and in fact, some based on sales and may be earned based on personal sales and/or choose only to enjoy and use the discounted products and decide the sales of others in their sales organizations. not to sell them at all. Sales by Sales Method Gender **Party Plan** Male / Groups 21% 25% Person to **Female** Person 79% **75% Sales by Product Category** 35% 26% 15% 12% 11% 0% 0% 0% 0% 0% 0%

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Cosmetics &

Home Care

Household

Goods &

Durables

Wellness

Clothing &

Accessories

Note: 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. Average annual exchange rates from the IMF have been used to convert both 2011 and 2012 local currency to US dollars. Percentages may not sum to 100% due to rounding. The following figures are based only on DSA member companies: sales by product, sales by sales method, and community members by gender.

Books, Toys,

Stationery, Etc.

Foodstuff &

Beverages

Home

Utilities

Financial

Other

## **Direct Selling: Mexico**



# 2012 Mexico Retail Sales: LC 95,515 / USD \$7,253 million ▲ 7.0%

#### **Direct Selling**

#### Direct Selling Business Community

Direct Selling is a business model

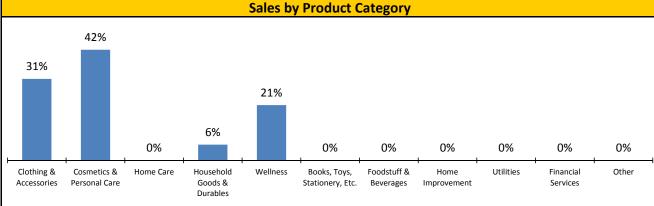
- Direct Selling offers entrepreneurial opportunities to individuals as independent contractors to market and/or sell products and services, typically outside of a fixed retail establishment, through one-to-one selling, in-home product demonstrations or online.
- •Individuals involved in Direct Selling may be called distributors, representatives, consultants or various other titles.
- •Those involved may participate in various ways, including selling the products themselves or through their sales organizations, providing training and leadership to their sales organizations, referring customers to the company and purchasing products and services for personal use.
- Compensation of those involved in Direct Selling is ultimately based on sales and may be earned based on personal sales and/or the sales of others in their sales organizations.

The 1.6 million individuals who represent Direct Selling companies in Mexico are:

- Career-minded entrepreneurs who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or part-time micro-entrepreneurs who earn extra income by doing so.
- Those seeking new skills, who join for the training and retraining.
- Those seeking new contacts, greater self-esteem, and those who want to give back to the community through the many Direct Selling social responsibility initiatives.

Of this diverse group, many were customers of the products/services prior to becoming a company representative. All enjoy significant discounts on products and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.

# Sales by Sales Method Party Plan / Groups 10% Person to Person 90% Sales by Broduct Catagory



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Note: Figures are based on the entire industry (i.e., DSA member and non-member companies). Sales figures are expressed at estimated retail level and exclude VAT. Average annual exchange rates from the IMF have been used to convert both 2011 and 2012 local currency to US dollars. Percentages may not sum to 100% due to rounding.

# FACT SHEET Direct Selling: France



## 2012 France Retail Sales: LC 3,850 / USD \$4,949 million ▲ 4.1%

#### **Direct Selling Direct Selling Business Community** Direct Selling is a business model The 0.5 million individuals who represent Direct Selling •Direct Selling offers entrepreneurial opportunities to individuals companies in France are: • Career-minded entrepreneurs who build their own businesses as independent contractors to market and/or sell products and marketing the products/services of a Direct Selling company services, typically outside of a fixed retail establishment, through with which they have an agreement or contract ... or part-time one-to-one selling, in-home product demonstrations or online. *micro-entrepreneurs* who earn extra income by doing so. •Individuals involved in Direct Selling may be called distributors, • Those seeking new skills, who join for the training and rerepresentatives, consultants or various other titles. training. •Those involved may participate in various ways, including selling • Those seeking new contacts, greater self-esteem, and those the products themselves or through their sales organizations, who want to give back to the community through the many providing training and leadership to their sales organizations, Direct Selling social responsibility initiatives. referring customers to the company and purchasing products and Of this diverse group, many were customers of the services for personal use. products/services prior to becoming a company representative. Compensation of those involved in Direct Selling is ultimately All enjoy significant discounts on products and in fact, some based on sales and may be earned based on personal sales and/or choose only to enjoy and use the discounted products and decide the sales of others in their sales organizations. not to sell them at all. Sales by Sales Method Gender Male 21% **Party Plan** / Groups 39% Person to Person **Female** 61% 79% **Sales by Product Category** 37% 15% 10% 11% 11% 6% 4% 3% 3% 0% 0% Clothing & Cosmetics & Home Care Household Wellness Books, Toys, Foodstuff & Home Utilities Financial Other Goods & Stationery, Etc. Durables

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# FACT SHEET Direct Selling: Malaysia



# 2012 Malaysia Retail Sales: LC 14,415 / USD \$4,667 million ▲ 7.0%

#### **Direct Selling Direct Selling Business Community** Direct Selling is a business model The 4.8 million individuals who represent Direct Selling •Direct Selling offers entrepreneurial opportunities to individuals companies in Malaysia are: • Career-minded entrepreneurs who build their own businesses as independent contractors to market and/or sell products and marketing the products/services of a Direct Selling company services, typically outside of a fixed retail establishment, through with which they have an agreement or contract ... or part-time one-to-one selling, in-home product demonstrations or online. *micro-entrepreneurs* who earn extra income by doing so. •Individuals involved in Direct Selling may be called distributors, • Those seeking new skills, who join for the training and rerepresentatives, consultants or various other titles. training. •Those involved may participate in various ways, including selling • Those seeking new contacts, greater self-esteem, and those the products themselves or through their sales organizations, who want to give back to the community through the many providing training and leadership to their sales organizations, Direct Selling social responsibility initiatives. referring customers to the company and purchasing products and Of this diverse group, many were customers of the services for personal use. products/services prior to becoming a company representative. Compensation of those involved in Direct Selling is ultimately All enjoy significant discounts on products and in fact, some based on sales and may be earned based on personal sales and/or choose only to enjoy and use the discounted products and decide the sales of others in their sales organizations. not to sell them at all. Sales by Sales Method Gender Party Plan / Groups 10% Male **Female** 39% 61% Person to Person 90% **Sales by Product Category** 43% 23% 16% 7% 5% 2% 0% 0% 0% 0% Clothing & Cosmetics & Home Care Household Wellness Foodstuff & Home Utilities Financial Other Goods & Stationery, Etc.

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Note: 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. Average annual exchange rates from the IMF have been used to convert both 2011 and 2012 local currency to US dollars. Percentages may not sum to 100% due to rounding. The following figures are based only on DSA member companies: sales by product, sales by sales method, and community members by gender.

# **Direct Selling: Russia**



# 2012 Russia Retail Sales: LC 131,516 / USD \$4,264 million ▲ 4.1%

#### **Direct Selling**

# **Direct Selling Business Community**

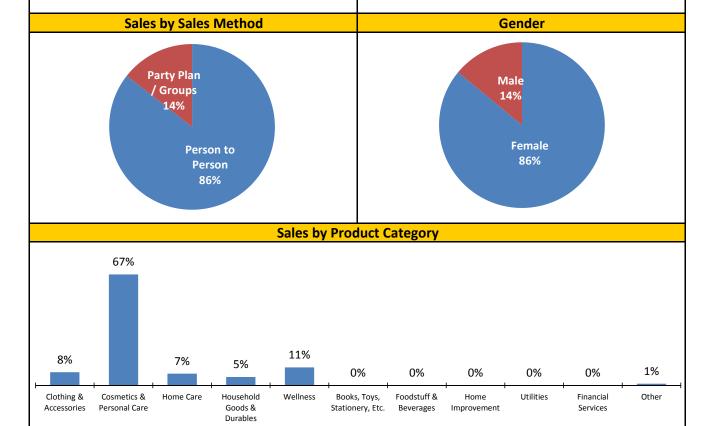
Direct Selling is a business model

- •Direct Selling offers entrepreneurial opportunities to individuals as independent contractors to market and/or sell products and services, typically outside of a fixed retail establishment, through one-to-one selling, in-home product demonstrations or online.
- •Individuals involved in Direct Selling may be called distributors, representatives, consultants or various other titles.
- •Those involved may participate in various ways, including selling the products themselves or through their sales organizations, providing training and leadership to their sales organizations, referring customers to the company and purchasing products and services for personal use.
- Compensation of those involved in Direct Selling is ultimately based on sales and may be earned based on personal sales and/or the sales of others in their sales organizations.

The 4.3 million individuals who represent Direct Selling companies in Russia are:

- Career-minded entrepreneurs who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or part-time *micro-entrepreneurs* who earn extra income by doing so.
- Those seeking new skills, who join for the training and retraining.
- Those seeking new contacts, greater self-esteem, and those who want to give back to the community through the many Direct Selling social responsibility initiatives.

Of this diverse group, many were customers of the products/services prior to becoming a company representative. All enjoy significant discounts on products and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.



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# FACT SHEET Direct Selling: Germany



### 2012 Germany Retail Sales: LC 2,975 / USD \$3,824 million ▲ 0.8%

#### **Direct Selling**

# Direct Selling is a business model • Direct Selling offers entrepreneurial opportunities to individuals as independent contractors to market and/or sell products and services, typically outside of a fixed retail establishment, through

- one-to-one selling, in-home product demonstrations or online.

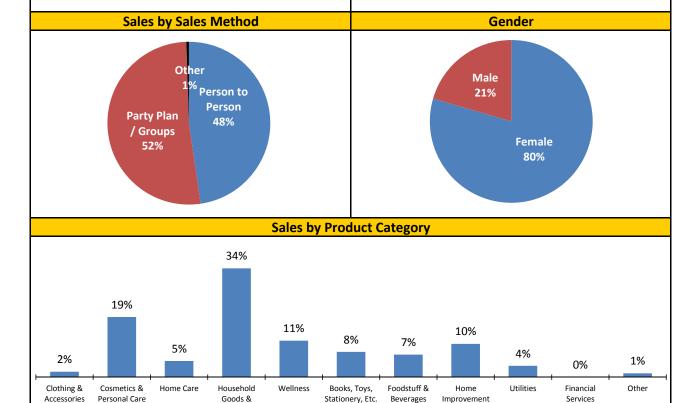
  •Individuals involved in Direct Selling may be called distributors, representatives, consultants or various other titles.
- •Those involved may participate in various ways, including selling the products themselves or through their sales organizations, providing training and leadership to their sales organizations, referring customers to the company and purchasing products and services for personal use.
- •Compensation of those involved in Direct Selling is ultimately based on sales and may be earned based on personal sales and/or the sales of others in their sales organizations.

#### **Direct Selling Business Community**

The 0.3 million individuals who represent Direct Selling companies in Germany are:

- Career-minded entrepreneurs who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or part-time micro-entrepreneurs who earn extra income by doing so.
- Those seeking new skills, who join for the training and retraining.
- Those seeking new contacts, greater self-esteem, and those who want to give back to the community through the many Direct Selling social responsibility initiatives.

Of this diverse group, many were customers of the products/services prior to becoming a company representative. All enjoy significant discounts on products and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.



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Note: Figures are based on the entire industry (i.e., DSA member and non-member companies). Sales figures are expressed at estimated retail level and exclude VAT. Average annual exchange rates from the IMF have been used to convert both 2011 and 2012 local currency to US dollars. Percentages may not sum to 100% due to rounding. The German DSA (Bundesverband Direktvertrieb Deutschland) commissioned University of Mannheim to conduct research; results were received after the WFDSA publication deadline. The Mannheim study shows €17.4 billion in turnover including VAT, based on a broader definition of Direct Selling than that used by WFDSA.

# **FACT SHEET Direct Selling: United Kingdom**



## 2012 United Kingdom Retail Sales: LC 2,000 / USD \$3,160 million ▲7.2%

#### **Direct Selling Direct Selling Business Community** Direct Selling is a business model The 0.4 million individuals who represent Direct Selling •Direct Selling offers entrepreneurial opportunities to individuals companies in the United Kingdom are: • Career-minded entrepreneurs who build their own businesses as independent contractors to market and/or sell products and marketing the products/services of a Direct Selling company services, typically outside of a fixed retail establishment, through with which they have an agreement or contract ... or part-time one-to-one selling, in-home product demonstrations or online. *micro-entrepreneurs* who earn extra income by doing so. •Individuals involved in Direct Selling may be called distributors, • Those seeking new skills, who join for the training and rerepresentatives, consultants or various other titles. training. •Those involved may participate in various ways, including selling • Those seeking new contacts, greater self-esteem, and those the products themselves or through their sales organizations, who want to give back to the community through the many providing training and leadership to their sales organizations, Direct Selling social responsibility initiatives. referring customers to the company and purchasing products and Of this diverse group, many were customers of the services for personal use. products/services prior to becoming a company representative. Compensation of those involved in Direct Selling is ultimately All enjoy significant discounts on products and in fact, some based on sales and may be earned based on personal sales and/or choose only to enjoy and use the discounted products and decide the sales of others in their sales organizations. not to sell them at all. Sales by Sales Method Gender **Party Plan** Male / Groups 25% 30% Person to **Female** 75% 70% **Sales by Product Category** 39% 18% 16% 9% 8% 5% 3% 2% 0% 0% 0%

©Copyright WFDSA 2013

Cosmetics &

Home Care

Household

Goods &

Durables

Wellness

Clothing &

Note: 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. Average annual exchange rates from the IMF have been used to convert both 2011 and 2012 local currency to US dollars. Percentages may not sum to 100% due to rounding. The following figures are based only on DSA member companies: sales by product, sales by sales method, and community members by gender.

Books, Toys,

Stationery, Etc.

Foodstuff &

Beverages

Home

Utilities

Financial

Other

# FACT SHEET Direct Selling: Colombia



# 2012 Colombia Retail Sales: LC 5,378,614 / USD \$2,993 million ▲ 7.6%

#### **Direct Selling Direct Selling Business Community** Direct Selling is a business model The 1.5 million individuals who represent Direct Selling •Direct Selling offers entrepreneurial opportunities to individuals companies in Colombia are: • Career-minded entrepreneurs who build their own businesses as independent contractors to market and/or sell products and marketing the products/services of a Direct Selling company services, typically outside of a fixed retail establishment, through with which they have an agreement or contract ... or part-time one-to-one selling, in-home product demonstrations or online. *micro-entrepreneurs* who earn extra income by doing so. •Individuals involved in Direct Selling may be called distributors, • Those seeking new skills, who join for the training and rerepresentatives, consultants or various other titles. training. •Those involved may participate in various ways, including selling • Those seeking new contacts, greater self-esteem, and those the products themselves or through their sales organizations, who want to give back to the community through the many providing training and leadership to their sales organizations, Direct Selling social responsibility initiatives. referring customers to the company and purchasing products and Of this diverse group, many were customers of the services for personal use. products/services prior to becoming a company representative. Compensation of those involved in Direct Selling is ultimately All enjoy significant discounts on products and in fact, some based on sales and may be earned based on personal sales and/or choose only to enjoy and use the discounted products and decide the sales of others in their sales organizations. not to sell them at all. Sales by Sales Method Gender Party Plan Male Groups Person to **Female** Person 95% 86% **Sales by Product Category** 59% 23% 10% 5% 2% 1% 0% 0% 0% 0% 0% Household Clothing & Cosmetics & Home Care Wellness Books, Toys, Foodstuff & Home Utilities Financial Other Goods & Stationery, Etc. Beverages Durables

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## **Direct Selling: Taiwan**



# 2012 Taiwan Retail Sales: LC 87,755 / USD \$2,976 million ▲ 0.6%

#### **Direct Selling Direct Selling Business Community** Direct Selling is a business model The 2.7 million individuals who represent Direct Selling •Direct Selling offers entrepreneurial opportunities to individuals companies in Taiwan are: • Career-minded entrepreneurs who build their own businesses as independent contractors to market and/or sell products and marketing the products/services of a Direct Selling company services, typically outside of a fixed retail establishment, through with which they have an agreement or contract ... or part-time one-to-one selling, in-home product demonstrations or online. *micro-entrepreneurs* who earn extra income by doing so. •Individuals involved in Direct Selling may be called distributors, • Those seeking new skills, who join for the training and rerepresentatives, consultants or various other titles. training. •Those involved may participate in various ways, including selling • Those seeking new contacts, greater self-esteem, and those the products themselves or through their sales organizations, who want to give back to the community through the many providing training and leadership to their sales organizations, Direct Selling social responsibility initiatives. referring customers to the company and purchasing products and Of this diverse group, many were customers of the services for personal use. products/services prior to becoming a company representative. Compensation of those involved in Direct Selling is ultimately All enjoy significant discounts on products and in fact, some based on sales and may be earned based on personal sales and/or choose only to enjoy and use the discounted products and decide the sales of others in their sales organizations. not to sell them at all. Sales by Sales Method Gender Male 30% Data not available **Female** 70% **Sales by Product Category** 58% 15% 12% 5% 5% 3% 1% 1% 0% 0% 0%

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Cosmetics &

Home Care

Household

Goods &

Durables

Wellness

Clothing &

Accessories

Note: Figures are based on the entire industry (i.e., DSA member and non-member companies). Sales figures are expressed at estimated retail level and exclude VAT. Average annual exchange rates from the IMF have been used to convert both 2011 and 2012 local currency to US dollars. Percentages may not sum to 100% due to rounding.

Books, Toys,

Stationery, Etc.

Foodstuff &

Beverages

Home

Utilities

Financial

Other

# **FACT SHEET Direct Selling: Italy**



# 2012 Italy Retail Sales: LC 2,304 / USD \$2,962 million ▼4.9%

#### **Direct Selling Direct Selling Business Community** Direct Selling is a business model The 0.5 million individuals who represent Direct Selling •Direct Selling offers entrepreneurial opportunities to individuals companies in Italy are: • Career-minded entrepreneurs who build their own businesses as independent contractors to market and/or sell products and marketing the products/services of a Direct Selling company services, typically outside of a fixed retail establishment, through with which they have an agreement or contract ... or part-time one-to-one selling, in-home product demonstrations or online. *micro-entrepreneurs* who earn extra income by doing so. •Individuals involved in Direct Selling may be called distributors, • Those seeking new skills, who join for the training and rerepresentatives, consultants or various other titles. training. •Those involved may participate in various ways, including selling • Those seeking new contacts, greater self-esteem, and those the products themselves or through their sales organizations, who want to give back to the community through the many providing training and leadership to their sales organizations, Direct Selling social responsibility initiatives. referring customers to the company and purchasing products and Of this diverse group, many were customers of the services for personal use. products/services prior to becoming a company representative. Compensation of those involved in Direct Selling is ultimately All enjoy significant discounts on products and in fact, some based on sales and may be earned based on personal sales and/or choose only to enjoy and use the discounted products and decide the sales of others in their sales organizations. not to sell them at all. Sales by Sales Method Gender **Party Plan** Male / Groups 29% 28% **Person to Female** Person 71% 72% **Sales by Product Category** 33% 20% 15% 11% 7% 6% 3% 2% 2% 0% 0%

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Cosmetics &

Home Care

Household

Goods &

Durables

Wellness

Clothing &

Accessories

Note: 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. Average annual exchange rates from the IMF have been used to convert both 2011 and 2012 local currency to US dollars. Percentages may not sum to 100% due to rounding. The following figures are based only on DSA member companies: sales by product, sales by sales method, and community members by gender.

Stationery, Etc.

Foodstuff &

Home

Utilities

Financial

Other

# **Direct Selling: Thailand**



## 2012 Thailand Retail Sales: LC 91,600 / USD \$2,947 million ▲ 7.0%

#### **Direct Selling**

#### **Direct Selling Business Community**

Direct Selling is a business model

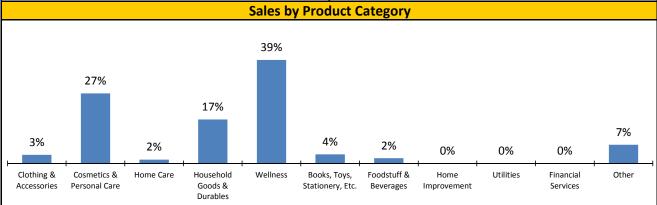
- Direct Selling offers entrepreneurial opportunities to individuals as independent contractors to market and/or sell products and services, typically outside of a fixed retail establishment, through one-to-one selling, in-home product demonstrations or online.
- •Individuals involved in Direct Selling may be called distributors, representatives, consultants or various other titles.
- •Those involved may participate in various ways, including selling the products themselves or through their sales organizations, providing training and leadership to their sales organizations, referring customers to the company and purchasing products and services for personal use.
- Compensation of those involved in Direct Selling is ultimately based on sales and may be earned based on personal sales and/or the sales of others in their sales organizations.

The 10.9 million individuals who represent Direct Selling companies in Thailand are:

- Career-minded entrepreneurs who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or part-time micro-entrepreneurs who earn extra income by doing so.
- Those seeking new skills, who join for the training and retraining.
- Those seeking new contacts, greater self-esteem, and those who want to give back to the community through the many Direct Selling social responsibility initiatives.

Of this diverse group, many were customers of the products/services prior to becoming a company representative. All enjoy significant discounts on products and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.

# Sales by Sales Method Other Party Plan1\* / Groups 30% Person to Person 69% Female 67%



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# **Direct Selling: Venezuela**



## 2012 Venezuela Retail Sales: LC 9,895 / USD \$2,307 million ▲ 6.8%

## Direct Selling Business Community

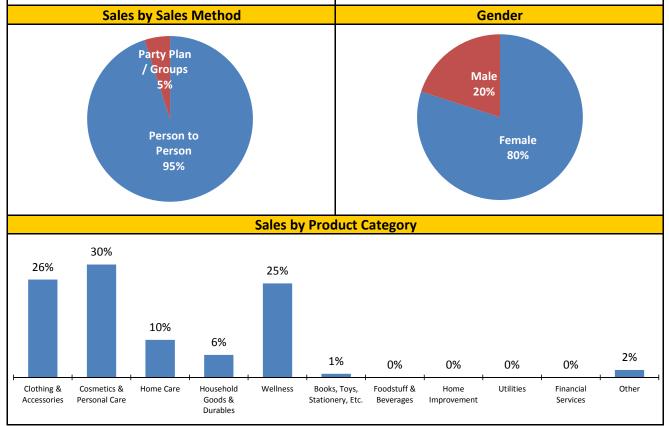
Direct Selling is a business model

- Direct Selling offers entrepreneurial opportunities to individuals as independent contractors to market and/or sell products and services, typically outside of a fixed retail establishment, through one-to-one selling, in-home product demonstrations or online.
- •Individuals involved in Direct Selling may be called distributors, representatives, consultants or various other titles.
- •Those involved may participate in various ways, including selling the products themselves or through their sales organizations, providing training and leadership to their sales organizations, referring customers to the company and purchasing products and services for personal use.
- Compensation of those involved in Direct Selling is ultimately based on sales and may be earned based on personal sales and/or the sales of others in their sales organizations.

The 1.2 million individuals who represent Direct Selling companies in Venezuela are:

- Career-minded entrepreneurs who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or part-time micro-entrepreneurs who earn extra income by doing so.
- Those seeking new skills, who join for the training and retraining.
- Those seeking new contacts, greater self-esteem, and those who want to give back to the community through the many Direct Selling social responsibility initiatives.

Of this diverse group, many were customers of the products/services prior to becoming a company representative. All enjoy significant discounts on products and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.



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# **Direct Selling: Canada**



### 2012 Canada Retail Sales: LC 2,222 / USD \$2,224 million ▲ 1.0%

#### Direct Selling

# Direct Selling is a business model

# • Direct Selling offers entrepreneurial opportunities to individuals as independent contractors to market and/or sell products and services, typically outside of a fixed retail establishment, through

- one-to-one selling, in-home product demonstrations or online.

  •Individuals involved in Direct Selling may be called distributors, representatives, consultants or various other titles.
- •Those involved may participate in various ways, including selling the products themselves or through their sales organizations, providing training and leadership to their sales organizations, referring customers to the company and purchasing products and services for personal use.
- Compensation of those involved in Direct Selling is ultimately based on sales and may be earned based on personal sales and/or the sales of others in their sales organizations.

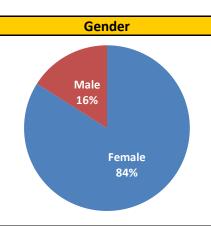
#### **Direct Selling Business Community**

The 0.7 million individuals who represent Direct Selling companies in Canada are:

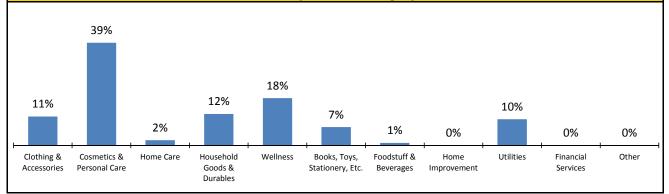
- Career-minded entrepreneurs who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or part-time micro-entrepreneurs who earn extra income by doing so.
- Those seeking new skills, who join for the training and retraining.
- Those seeking new contacts, greater self-esteem, and those who want to give back to the community through the many Direct Selling social responsibility initiatives.

Of this diverse group, many were customers of the products/services prior to becoming a company representative. All enjoy significant discounts on products and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.

# Other 1% Party Plan / Groups 47% Person to Person 52%



#### **Sales by Product Category**



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# FACT SHEET Direct Selling: Argentina



# 2012 Argentina Retail Sales: LC 7,530 / USD \$1,660 million ▲ 12.5%

#### **Direct Selling Direct Selling Business Community** Direct Selling is a business model The 0.7 million individuals who represent Direct Selling •Direct Selling offers entrepreneurial opportunities to individuals companies in Argentina are: • Career-minded entrepreneurs who build their own businesses as independent contractors to market and/or sell products and marketing the products/services of a Direct Selling company services, typically outside of a fixed retail establishment, through with which they have an agreement or contract ... or part-time one-to-one selling, in-home product demonstrations or online. *micro-entrepreneurs* who earn extra income by doing so. •Individuals involved in Direct Selling may be called distributors, • Those seeking new skills, who join for the training and rerepresentatives, consultants or various other titles. training. •Those involved may participate in various ways, including selling • Those seeking new contacts, greater self-esteem, and those the products themselves or through their sales organizations, who want to give back to the community through the many providing training and leadership to their sales organizations, Direct Selling social responsibility initiatives. referring customers to the company and purchasing products and Of this diverse group, many were customers of the services for personal use. products/services prior to becoming a company representative. Compensation of those involved in Direct Selling is ultimately All enjoy significant discounts on products and in fact, some based on sales and may be earned based on personal sales and/or choose only to enjoy and use the discounted products and decide the sales of others in their sales organizations. not to sell them at all. Sales by Sales Method Gender Party Plan Groups Person to **Female** Person 96% 84% **Sales by Product Category** 67% 19% 11% 3% 0% 0% 0% 0% 0% 0% 0% Clothing & Cosmetics & Home Care Household Wellness Books, Toys, Foodstuff & Home Utilities Financial Other Goods & Stationery, Etc. Beverages

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Note: 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. Average annual exchange rates from the IMF have been used to convert both 2011 and 2012 local currency to US dollars. Percentages may not sum to 100% due to rounding. The following figures are based only on DSA member companies: sales by product, sales by sales method, and community members by gender.

# **FACT SHEET Direct Selling: Australia**



# 2012 Australia Retail Sales: LC 1,457 / USD \$1,508 million ▲ 4.0%

#### **Direct Selling Direct Selling Business Community** Direct Selling is a business model The 0.4 million individuals who represent Direct Selling •Direct Selling offers entrepreneurial opportunities to individuals companies in Australia are: • Career-minded entrepreneurs who build their own businesses as independent contractors to market and/or sell products and marketing the products/services of a Direct Selling company services, typically outside of a fixed retail establishment, through with which they have an agreement or contract ... or part-time one-to-one selling, in-home product demonstrations or online. *micro-entrepreneurs* who earn extra income by doing so. •Individuals involved in Direct Selling may be called distributors, • Those seeking new skills, who join for the training and rerepresentatives, consultants or various other titles. training. •Those involved may participate in various ways, including selling • Those seeking new contacts, greater self-esteem, and those the products themselves or through their sales organizations, who want to give back to the community through the many providing training and leadership to their sales organizations, Direct Selling social responsibility initiatives. referring customers to the company and purchasing products and Of this diverse group, many were customers of the services for personal use. products/services prior to becoming a company representative. Compensation of those involved in Direct Selling is ultimately All enjoy significant discounts on products and in fact, some based on sales and may be earned based on personal sales and/or choose only to enjoy and use the discounted products and decide the sales of others in their sales organizations. not to sell them at all. Sales by Sales Method Gender Other Male 15% Person to **Person** Party Plan 46% / Groups 48% **Female** 85% **Sales by Product Category** 30% 27% 11% 9% 8% 7% 5% 3% 0% 0% 0% Clothing & Cosmetics & Home Care Household Wellness Foodstuff & Home Utilities Financial Other

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Note: Figures are based only on DSA member companies. Sales figures are expressed at estimated retail level and exclude VAT. Average annual exchange rates from the IMF have been used to convert both 2011 and 2012 local currency to US dollars. Percentages may not sum to 100% due to rounding.

Stationery, Etc.

Goods &

# **Direct Selling: Peru**



## 2012 Peru Retail Sales: LC 3,572 / USD \$1,354 million ▲ 11.2%

#### **Direct Selling**

#### **Direct Selling Business Community**

Direct Selling is a business model

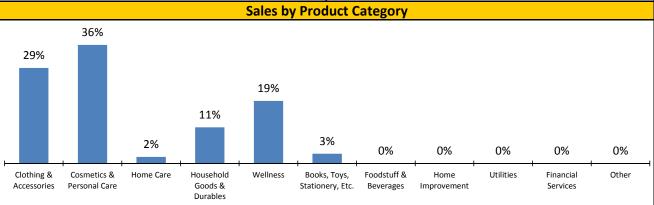
- Direct Selling offers entrepreneurial opportunities to individuals as independent contractors to market and/or sell products and services, typically outside of a fixed retail establishment, through one-to-one selling, in-home product demonstrations or online.
- •Individuals involved in Direct Selling may be called distributors, representatives, consultants or various other titles.
- •Those involved may participate in various ways, including selling the products themselves or through their sales organizations, providing training and leadership to their sales organizations, referring customers to the company and purchasing products and services for personal use.
- Compensation of those involved in Direct Selling is ultimately based on sales and may be earned based on personal sales and/or the sales of others in their sales organizations.

The 0.4 million individuals who represent Direct Selling companies in Peru are:

- Career-minded entrepreneurs who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or part-time micro-entrepreneurs who earn extra income by doing so.
- Those seeking new skills, who join for the training and retraining.
- Those seeking new contacts, greater self-esteem, and those who want to give back to the community through the many Direct Selling social responsibility initiatives.

Of this diverse group, many were customers of the products/services prior to becoming a company representative. All enjoy significant discounts on products and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.

# Sales by Sales Method Party Plan / Groups 6% Person to Person 94% Female 91%



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Note: Figures are based only on DSA member companies. Sales figures are expressed at estimated retail level and exclude VAT. Average annual exchange rates from the IMF have been used to convert both 2011 and 2012 local currency to US dollars. Percentages may not sum to 100% due to rounding.

# FACT SHEET Direct Selling: Indonesia



# 2012 Indonesia Retail Sales: LC 10,212,000 / USD \$1,088 million ▲ 11.0%

, <u> </u>	, , ,
Direct Selling	Direct Selling Business Community
<ul> <li>Direct Selling offers entrepreneurial opportunities to individuals as independent contractors to market and/or sell products and services, typically outside of a fixed retail establishment, through one-to-one selling, in-home product demonstrations or online.</li> <li>Individuals involved in Direct Selling may be called distributors, representatives, consultants or various other titles.</li> <li>Those involved may participate in various ways, including selling the products themselves or through their sales organizations, providing training and leadership to their sales organizations, referring customers to the company and purchasing products and services for personal use.</li> <li>Compensation of those involved in Direct Selling is ultimately based on sales and may be earned based on personal sales and/or the sales of others in their sales organizations.</li> </ul>	The 9.2 million individuals who represent Direct Selling companies in Indonesia are:  • Career-minded entrepreneurs who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract or part-time micro-entrepreneurs who earn extra income by doing so.  • Those seeking new skills, who join for the training and retraining.  • Those seeking new contacts, greater self-esteem, and those who want to give back to the community through the many Direct Selling social responsibility initiatives.  Of this diverse group, many were customers of the products/services prior to becoming a company representative. All enjoy significant discounts on products and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.
Sales by Sales Method	Gender
Data not available	Data not available
Sales by Product Category	
Data not available	

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Note: Figures are based on the entire industry and are WFDSA research estimates. Sales figures are expressed at estimated retail level and exclude VAT. Average annual exchange rates from the IMF have been used to convert both 2011 and 2012 local currency to US dollars.

# **FACT SHEET Direct Selling: India**



3%

Other

#### 2012 India Retail Sales: LC 56,189 / USD \$1,051 million ▲ 22.6% **Direct Selling Direct Selling Business Community** Direct Selling is a business model The 4.9 million individuals who represent Direct Selling •Direct Selling offers entrepreneurial opportunities to individuals companies in India are: • Career-minded entrepreneurs who build their own businesses as independent contractors to market and/or sell products and marketing the products/services of a Direct Selling company services, typically outside of a fixed retail establishment, through with which they have an agreement or contract ... or part-time one-to-one selling, in-home product demonstrations or online. *micro-entrepreneurs* who earn extra income by doing so. •Individuals involved in Direct Selling may be called distributors, • Those seeking new skills, who join for the training and rerepresentatives, consultants or various other titles. training. •Those involved may participate in various ways, including selling • Those seeking new contacts, greater self-esteem, and those the products themselves or through their sales organizations, who want to give back to the community through the many providing training and leadership to their sales organizations, Direct Selling social responsibility initiatives. referring customers to the company and purchasing products and Of this diverse group, many were customers of the services for personal use. products/services prior to becoming a company representative. Compensation of those involved in Direct Selling is ultimately All enjoy significant discounts on products and in fact, some based on sales and may be earned based on personal sales and/or choose only to enjoy and use the discounted products and decide the sales of others in their sales organizations. not to sell them at all. Sales by Sales Method Gender Other Party Plan Male / Groups 38% 23% **Female** Person to 63% Person 69% **Sales by Product Category** 44% 33% 14% 6%

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Cosmetics &

Home Care

Household

Goods &

Durables

Wellness

0%

Clothing &

Accessories

Note: 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. Average annual exchange rates from the IMF have been used to convert both 2011 and 2012 local currency to US dollars. Percentages may not sum to 100% due to rounding. The following figures are based only on DSA member companies: sales by product, sales by sales method, and community members by gender.

0%

Books, Toys,

Stationery, Etc.

0%

Foodstuff &

Beverages

0%

Home

0%

Utilities

0%

Financial

# **Direct Selling: Philippines**



# 2012 Philippines Retail Sales: LC 42,683 / USD \$1,011 million ▲ 31.3%

#### **Direct Selling Direct Selling Business Community** Direct Selling is a business model The 3.0 million individuals who represent Direct Selling •Direct Selling offers entrepreneurial opportunities to individuals companies in the Philippines are: • Career-minded entrepreneurs who build their own businesses as independent contractors to market and/or sell products and marketing the products/services of a Direct Selling company services, typically outside of a fixed retail establishment, through with which they have an agreement or contract ... or part-time one-to-one selling, in-home product demonstrations or online. *micro-entrepreneurs* who earn extra income by doing so. •Individuals involved in Direct Selling may be called distributors, • Those seeking new skills, who join for the training and rerepresentatives, consultants or various other titles. training. •Those involved may participate in various ways, including selling • Those seeking new contacts, greater self-esteem, and those the products themselves or through their sales organizations, who want to give back to the community through the many providing training and leadership to their sales organizations, Direct Selling social responsibility initiatives. referring customers to the company and purchasing products and Of this diverse group, many were customers of the services for personal use. products/services prior to becoming a company representative. Compensation of those involved in Direct Selling is ultimately All enjoy significant discounts on products and in fact, some based on sales and may be earned based on personal sales and/or choose only to enjoy and use the discounted products and decide the sales of others in their sales organizations. not to sell them at all. Sales by Sales Method Gender Party Plan / Group 0% Male 40% **Female** 60% Person to Person 100% **Sales by Product Category** 71% 10% 10% 3% 3% 3% 0% 0% 0% 0% 0%

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Cosmetics &

Home Care

Clothing &

Note: 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. Average annual exchange rates from the IMF have been used to convert both 2011 and 2012 local currency to US dollars. Percentages may not sum to 100% due to rounding. The following figures are based only on DSA member companies: sales by product, sales by sales method, and community members by gender.

Books, Toys,

Stationery, Etc.

Foodstuff &

Beverages

Home

Utilities

Financial

Other

Household

Goods &

Durables

Wellness