

# FACT SHEET

## Global Direct Selling



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

### 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.

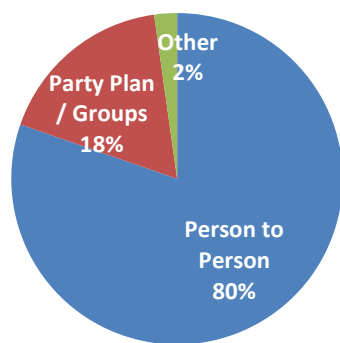
### Direct Selling Business Community

The 89.7 million individuals who represent Direct Selling companies around the world are:

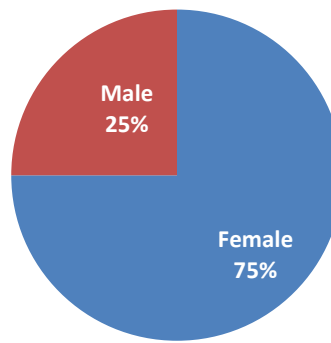
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

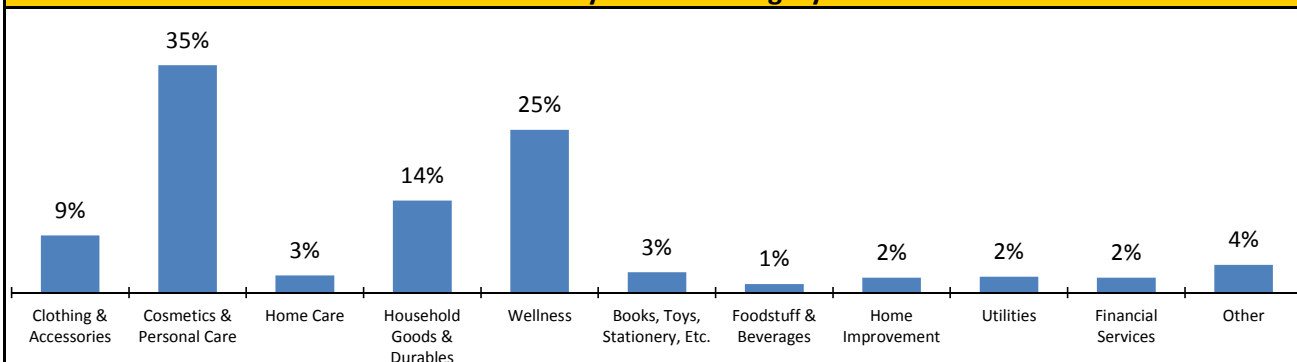
### Sales by Sales Method



### Gender



### Sales by Product Category



©Copyright WfDSA 2013

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.

## FACT SHEET

### Direct Selling: United States



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

#### 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.

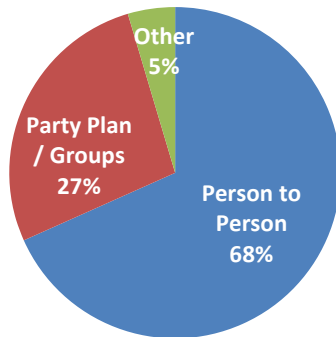
#### Direct Selling Business Community

The 15.9 million individuals who represent Direct Selling companies in the United States are:

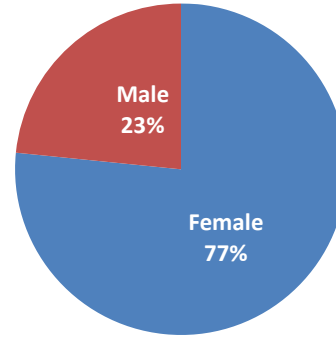
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

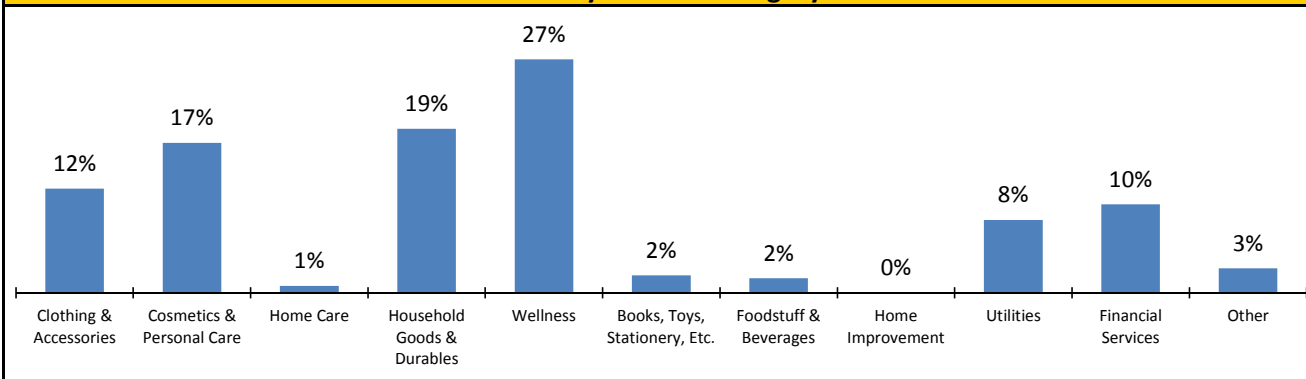
#### Sales by Sales Method



#### Gender



#### Sales by Product Category



©Copyright WFD SA 2013

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* 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.

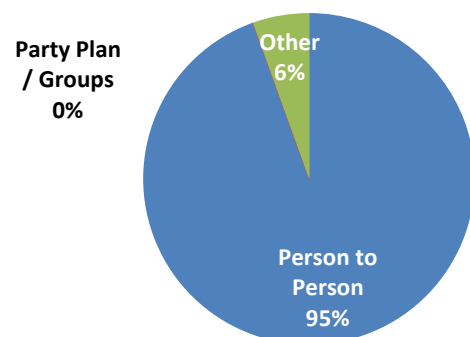
### Direct Selling Business Community

The 3.4 million individuals who represent Direct Selling companies in Japan are:

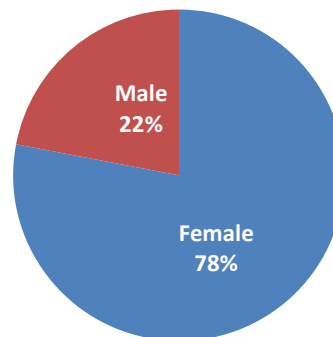
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

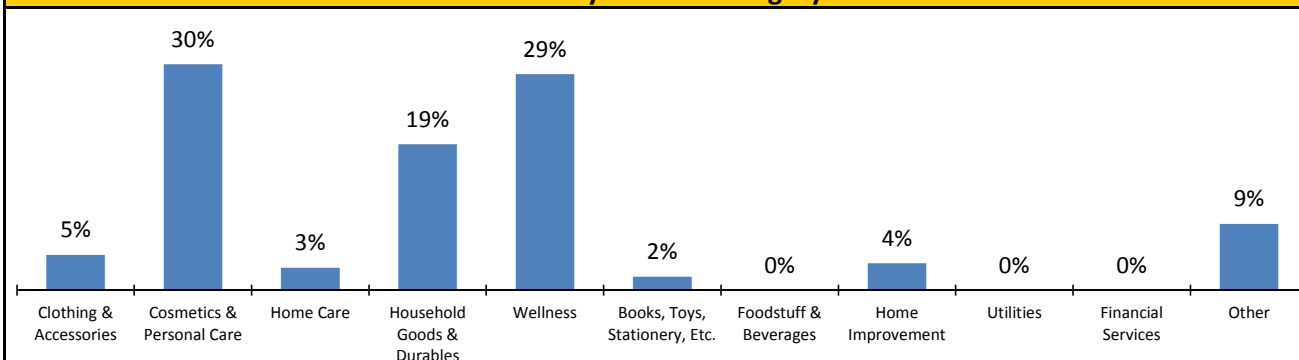
### Sales by Sales Method



### Gender



### Sales by Product Category



©Copyright WFD SA 2013

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: Brazil



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

### 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.

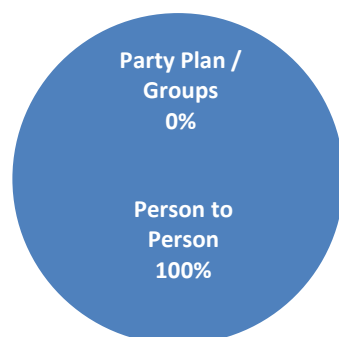
### Direct Selling Business Community

The 6.7 million individuals who represent Direct Selling companies in Brazil 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 re-training.
- **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.

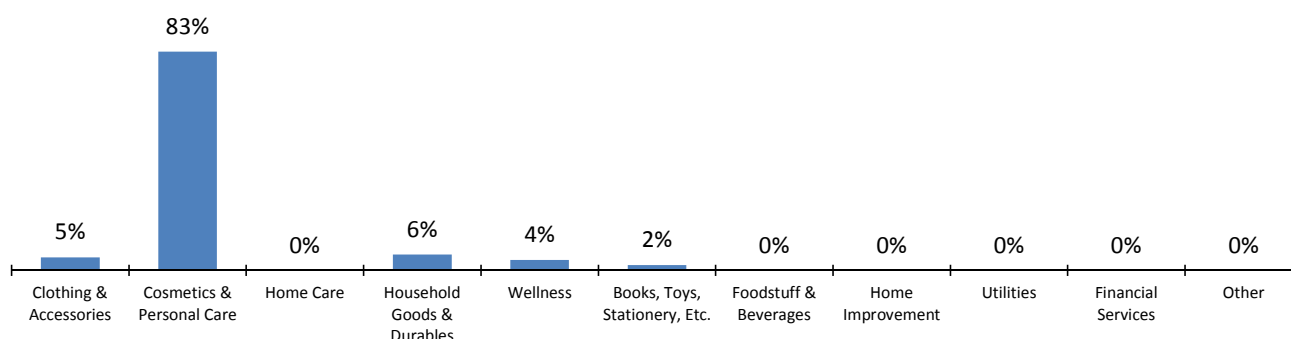
### Sales by Sales Method



### Gender

Data not available

### Sales by Product Category



©Copyright WFD SA 2013

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 and sales by sales method.

# FACT SHEET

## Direct Selling: Korea



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

### 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.

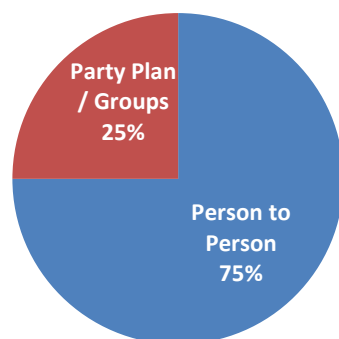
### Direct Selling Business Community

The 5.0 million individuals who represent Direct Selling companies in Korea are:

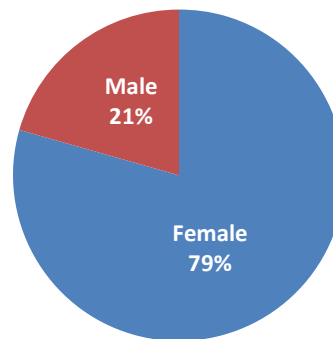
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

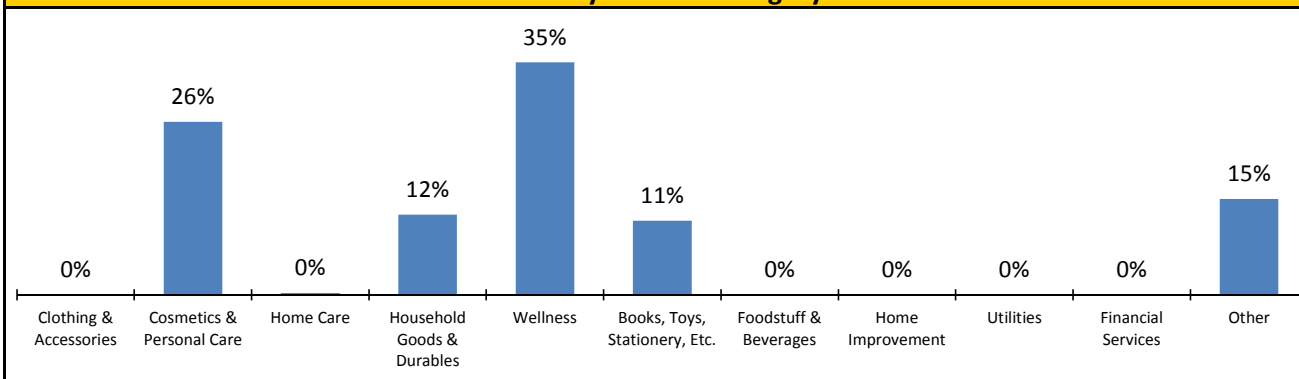
### Sales by Sales Method



### Gender



### Sales by Product Category



©Copyright WFD SA 2013

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: Mexico



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

### 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.

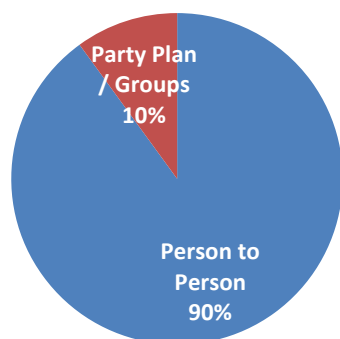
### Direct Selling Business Community

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

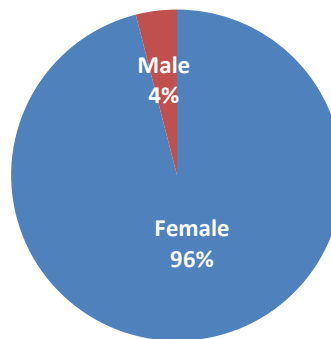
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

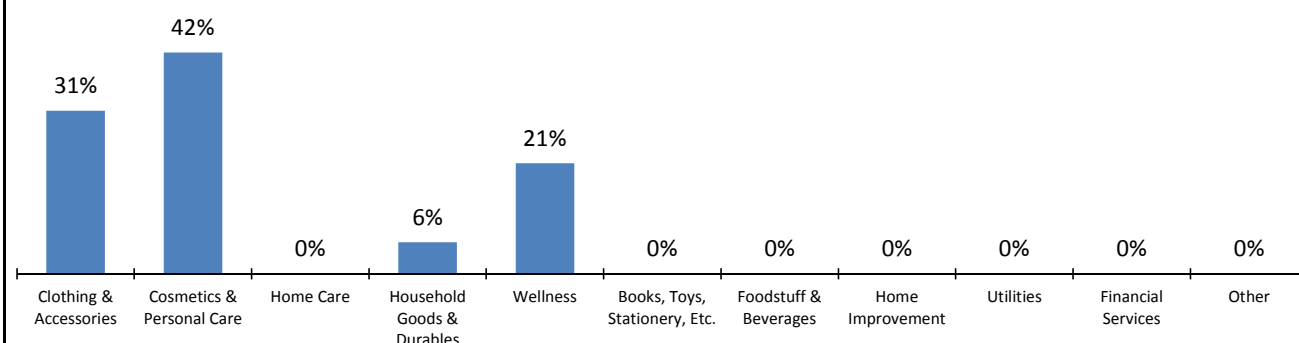
### Sales by Sales Method



### Gender



### Sales by Product Category



©Copyright WfDSA 2013

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* 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.

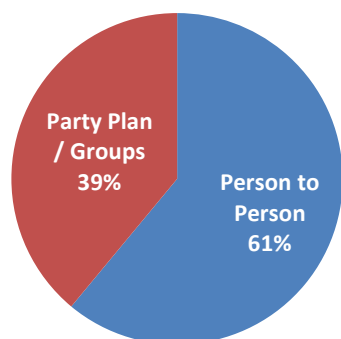
#### Direct Selling Business Community

The 0.5 million individuals who represent Direct Selling companies in France are:

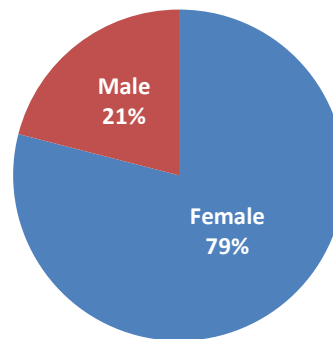
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

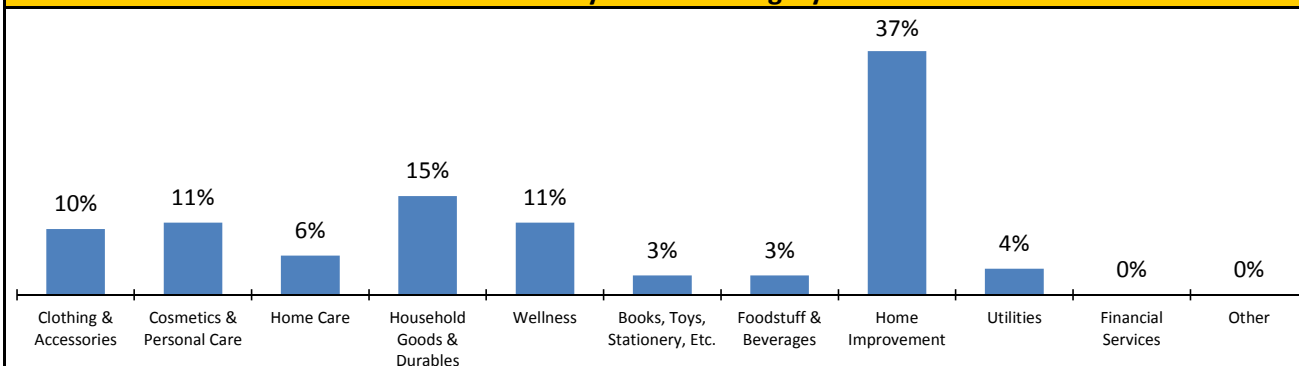
#### Sales by Sales Method



#### Gender



#### Sales by Product Category



©Copyright WfDSA 2013

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: Malaysia



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

#### 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.

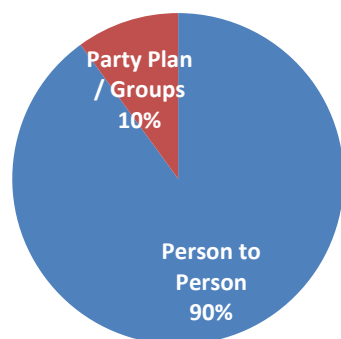
#### Direct Selling Business Community

The 4.8 million individuals who represent Direct Selling companies in Malaysia are:

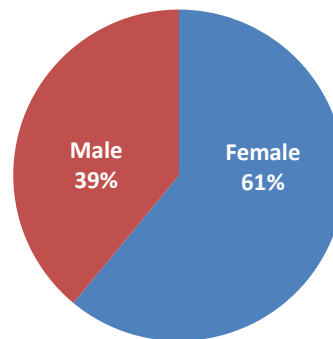
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

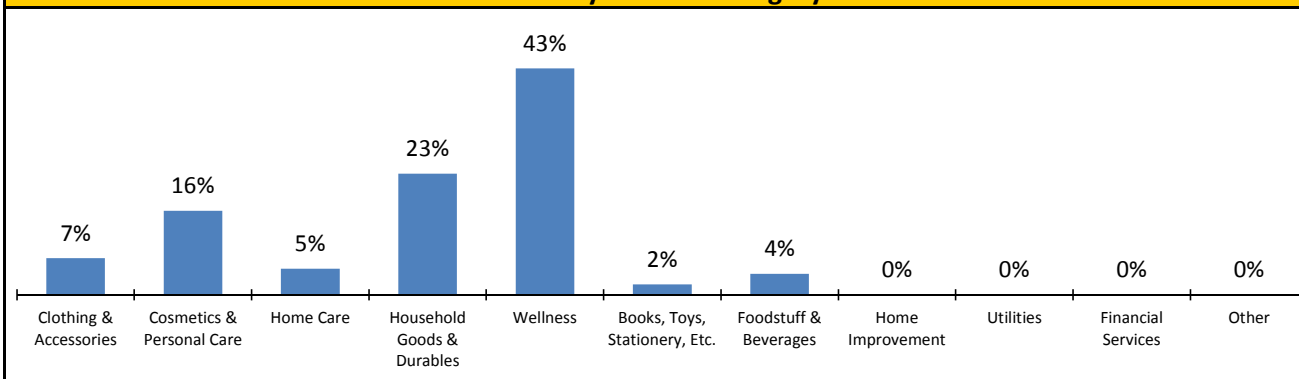
#### Sales by Sales Method



#### Gender



#### Sales by Product Category



©Copyright WFDSA 2013

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: Russia



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

### 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.

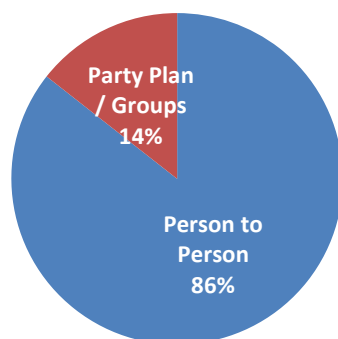
### Direct Selling Business Community

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

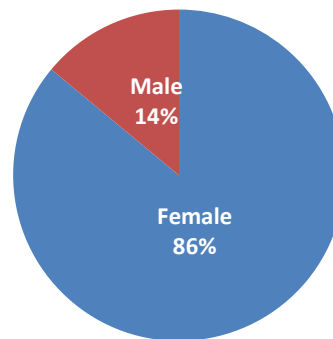
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

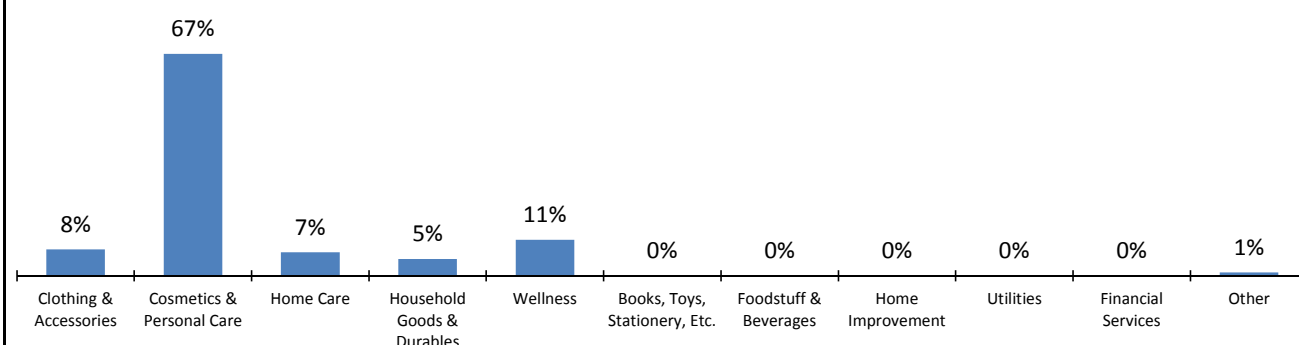
### Sales by Sales Method



### Gender



### Sales by Product Category



©Copyright WfDSA 2013

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: 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.

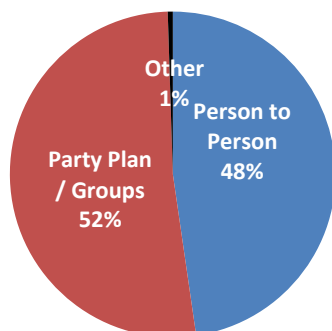
### Direct Selling Business Community

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

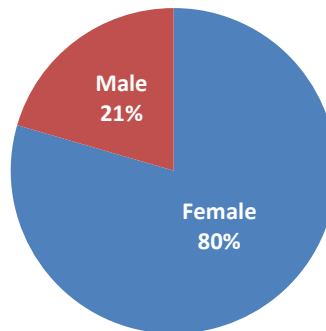
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or
- **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

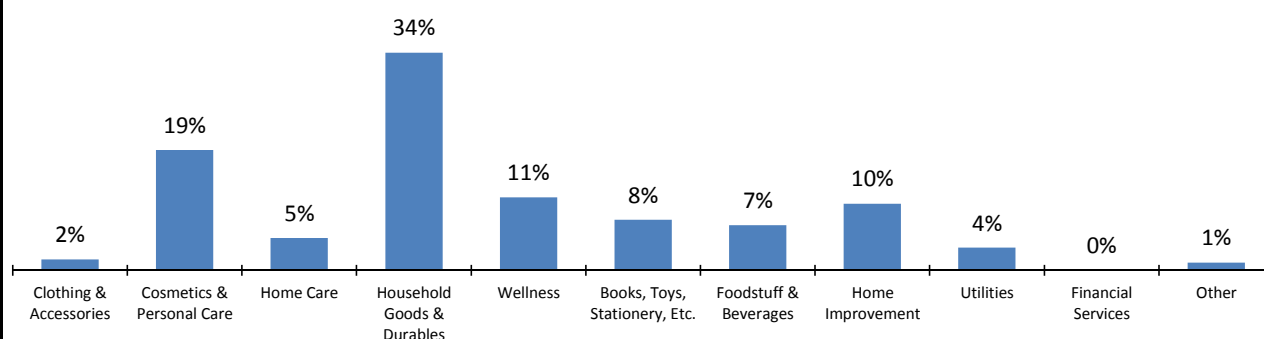
### Sales by Sales Method



### Gender



### Sales by Product Category



©Copyright WFDSA 2013

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* 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.

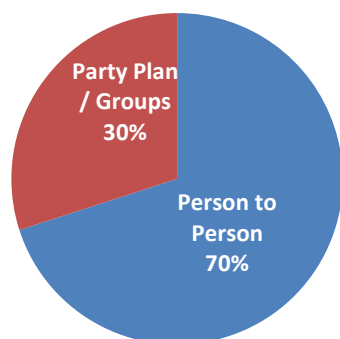
#### Direct Selling Business Community

The 0.4 million individuals who represent Direct Selling companies in the United Kingdom are:

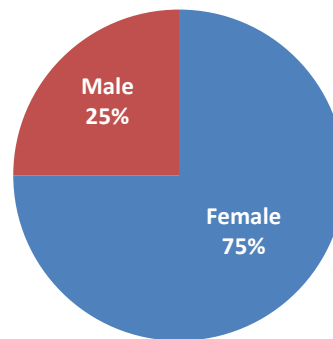
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

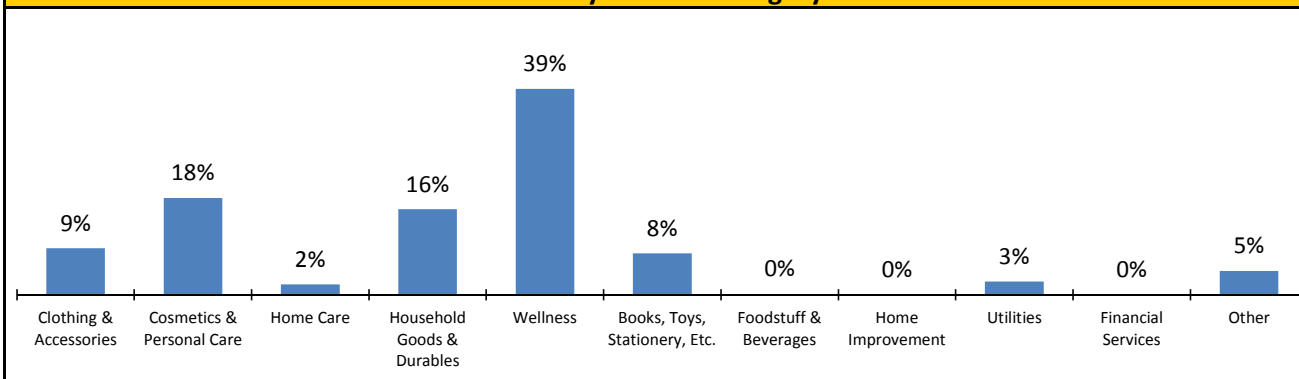
#### Sales by Sales Method



#### Gender



#### Sales by Product Category



©Copyright WFD SA 2013

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: Colombia



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

#### 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.

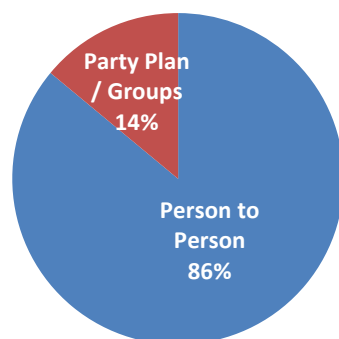
#### Direct Selling Business Community

The 1.5 million individuals who represent Direct Selling companies in Colombia are:

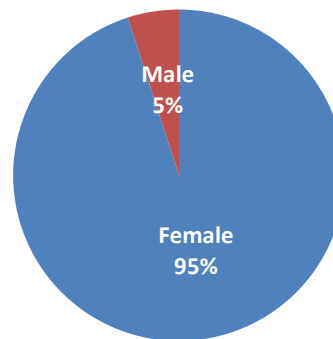
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

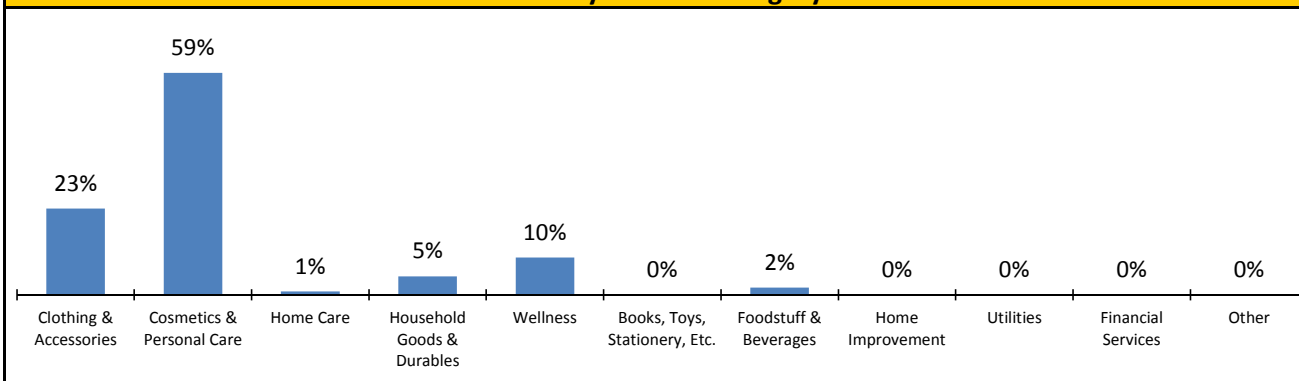
#### Sales by Sales Method



#### Gender



#### Sales by Product Category



©Copyright WfDSA 2013

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: Taiwan



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

#### 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 2.7 million individuals who represent Direct Selling companies in Taiwan are:

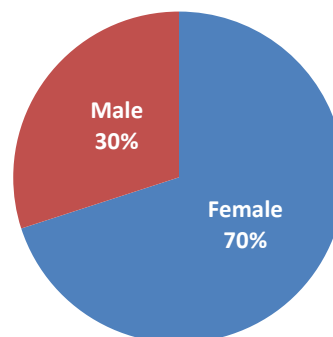
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

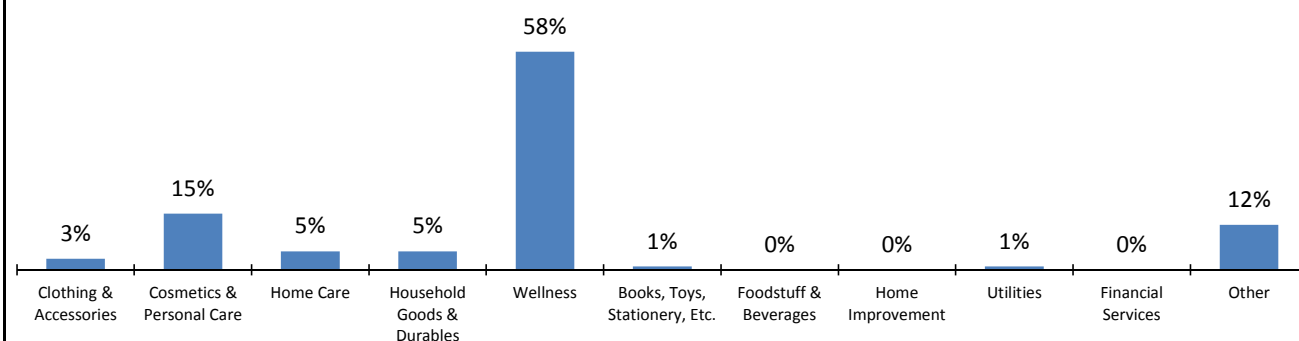
#### Sales by Sales Method

Data not available

#### Gender



#### Sales by Product Category



©Copyright WfDSA 2013

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: Italy



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

### 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.

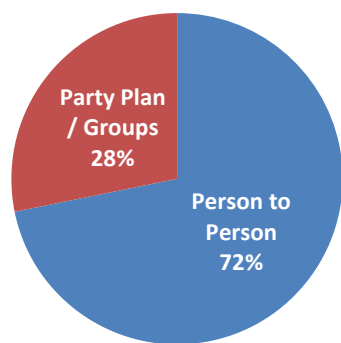
### Direct Selling Business Community

The 0.5 million individuals who represent Direct Selling companies in Italy are:

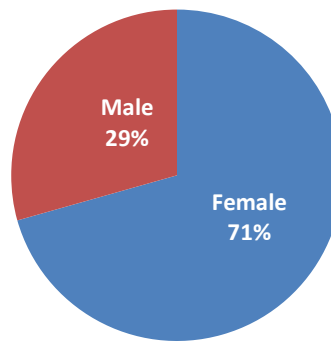
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

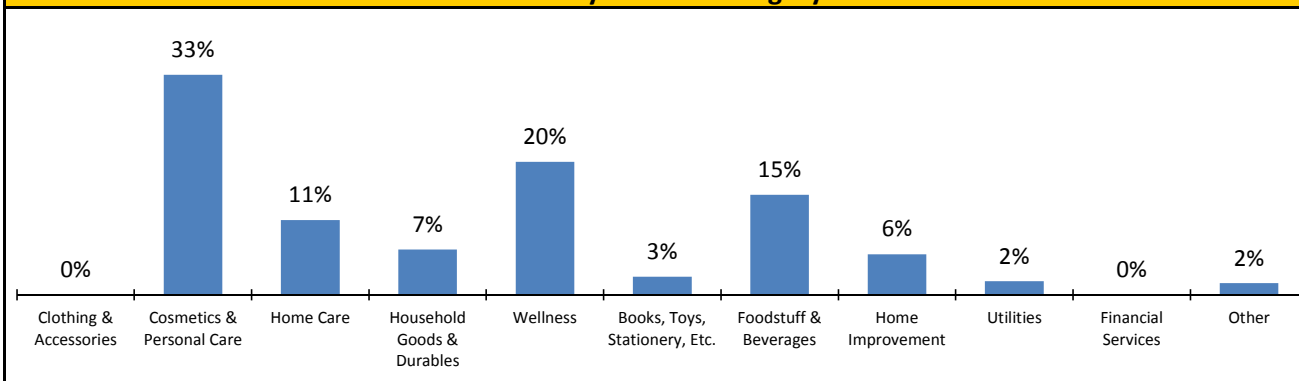
### Sales by Sales Method



### Gender



### Sales by Product Category



©Copyright WFD SA 2013

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: Thailand



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

#### 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.

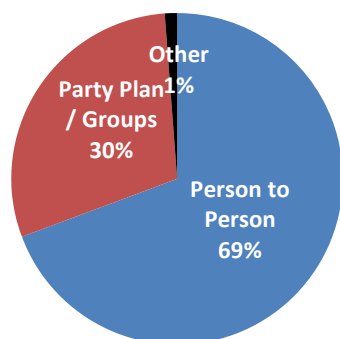
#### Direct Selling Business Community

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

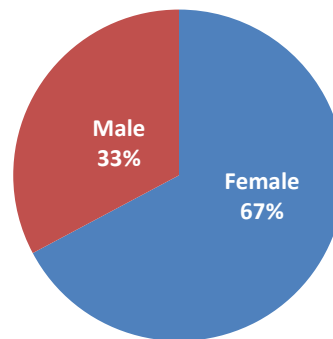
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

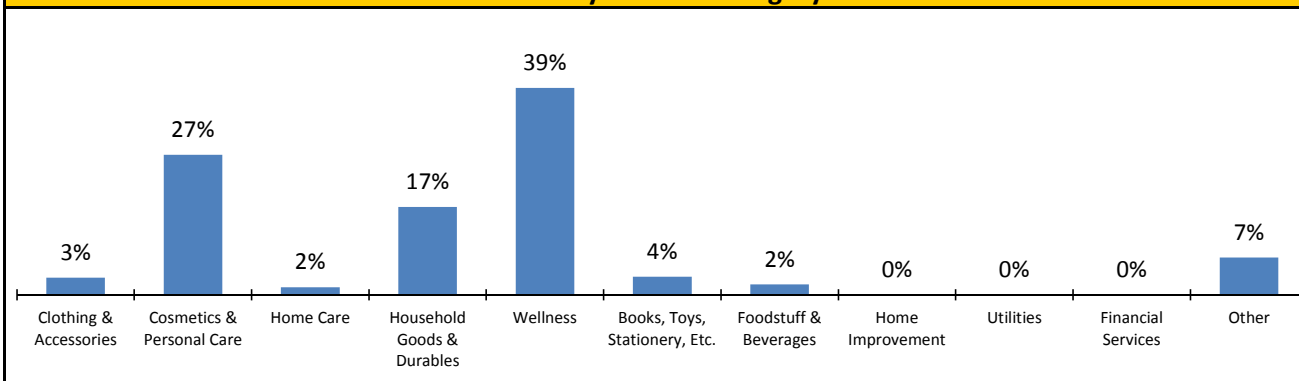
#### Sales by Sales Method



#### Gender



#### Sales by Product Category



©Copyright WfDSA 2013

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: Venezuela



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

#### 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.

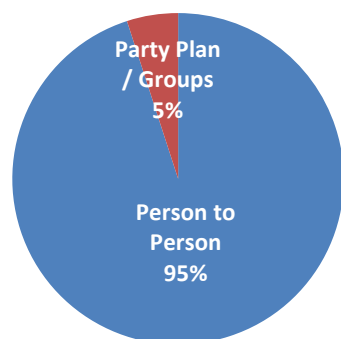
#### Direct Selling Business Community

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

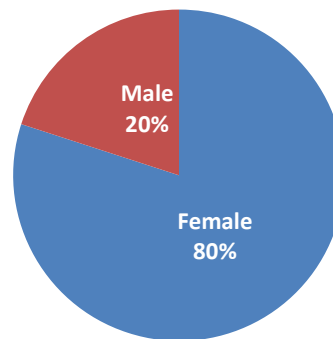
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

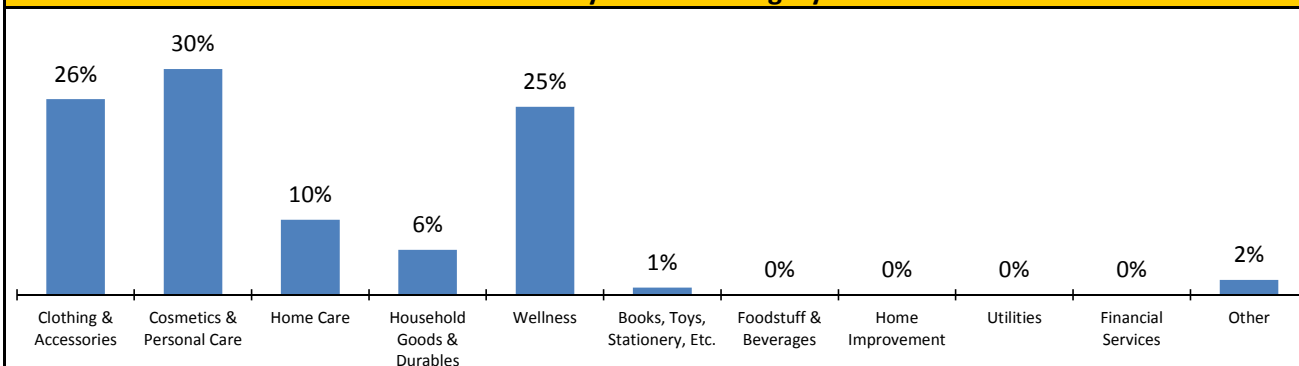
#### Sales by Sales Method



#### Gender



#### Sales by Product Category



©Copyright WFDSA 2013

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: 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.

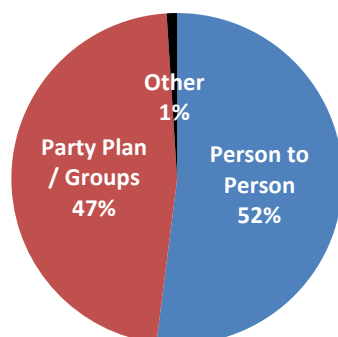
#### Direct Selling Business Community

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

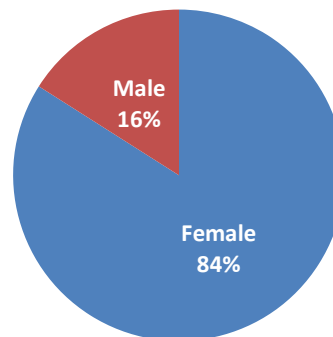
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

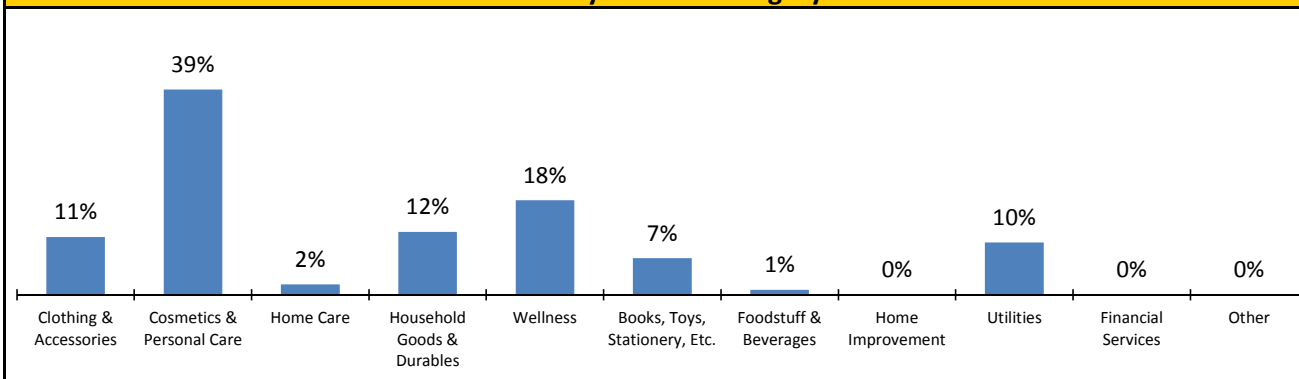
#### Sales by Sales Method



#### Gender



#### Sales by Product Category



©Copyright WfDSA 2013

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: Argentina



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

### 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.

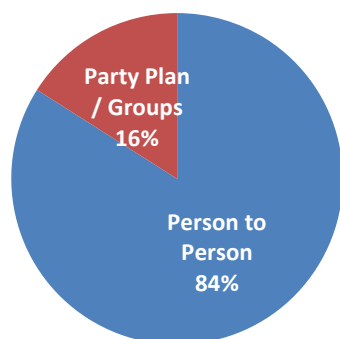
### Direct Selling Business Community

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

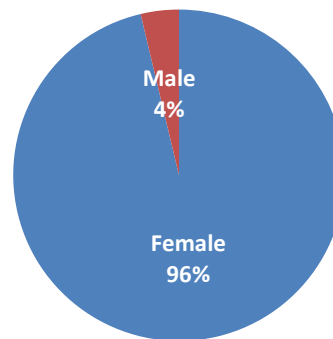
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

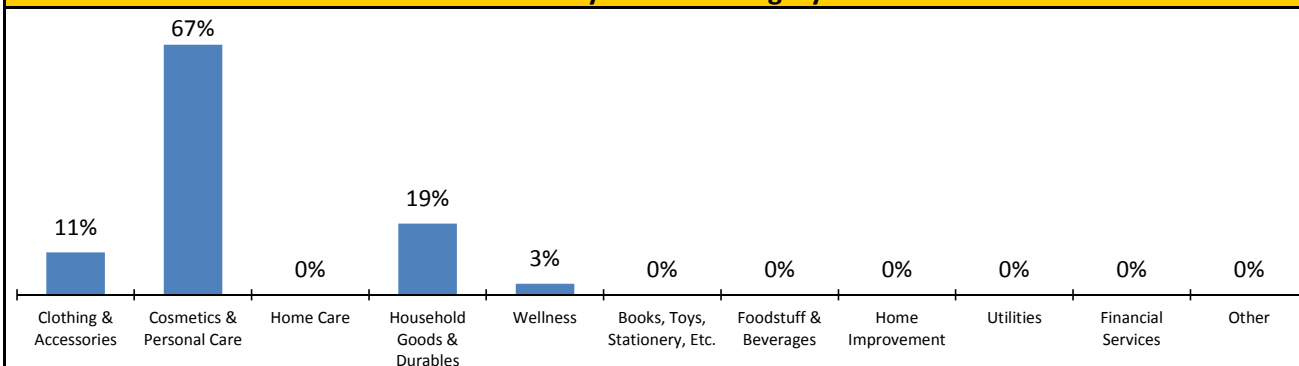
### Sales by Sales Method



### Gender



### Sales by Product Category



©Copyright WFDSA 2013

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* 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.

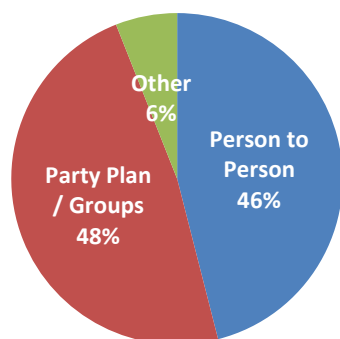
#### Direct Selling Business Community

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

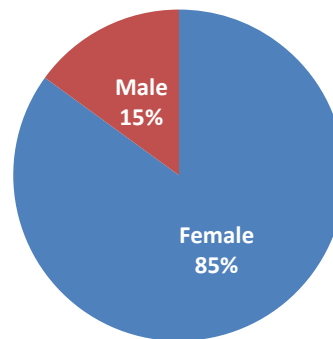
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

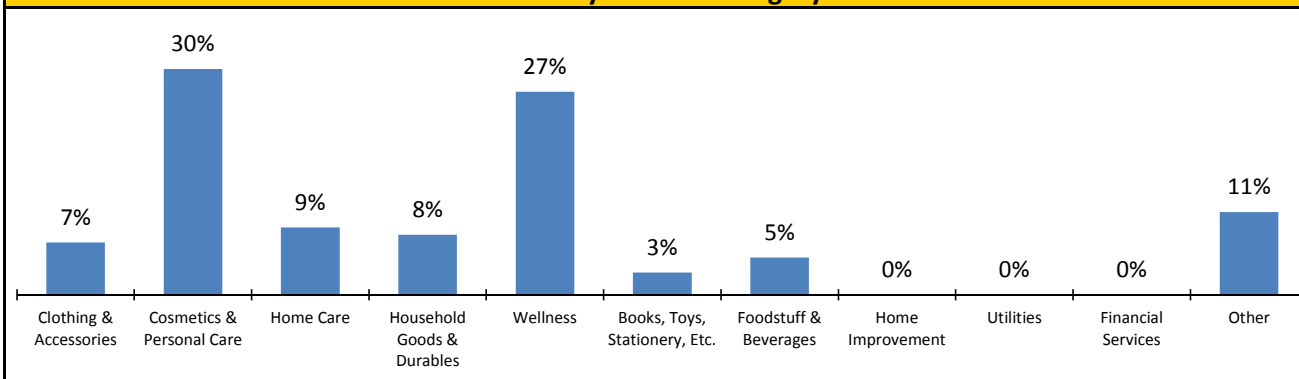
#### Sales by Sales Method



#### Gender



#### Sales by Product Category



©Copyright WfDSA 2013

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: Peru



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

### 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.

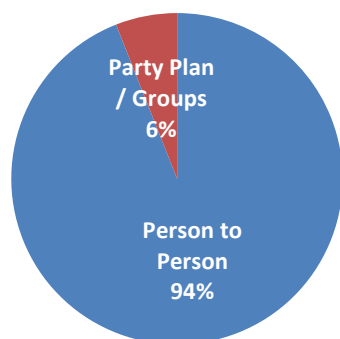
### Direct Selling Business Community

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

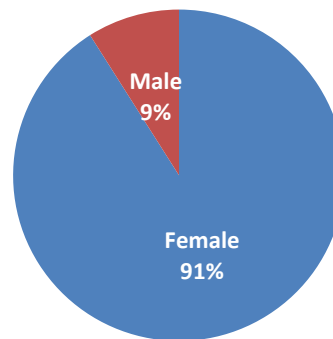
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

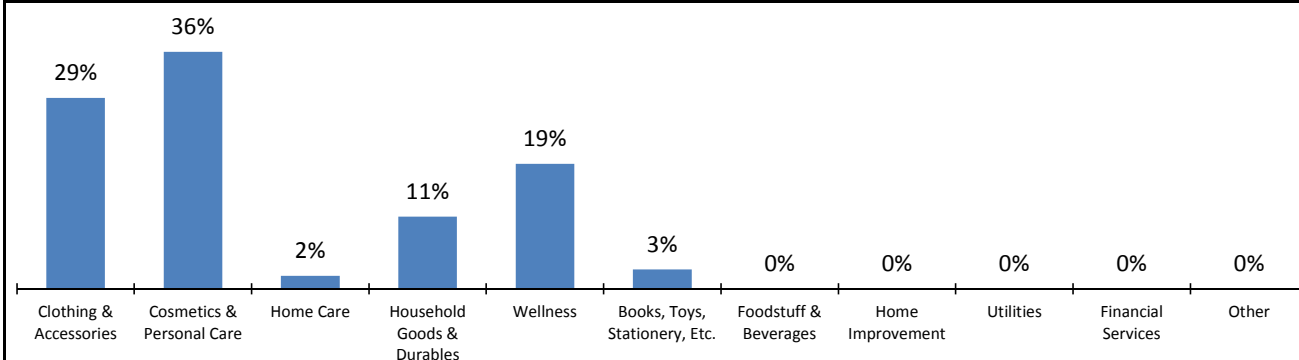
### Sales by Sales Method



### Gender



### Sales by Product Category



©Copyright WFD SA 2013

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%**

### 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 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 re-training.
- **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

Data not available

### Gender

Data not available

### Sales by Product Category

Data not available

©Copyright WFDSA 2013

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



**2012 India Retail Sales: LC 56,189 / USD \$1,051 million ▲ 22.6%**

### 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.

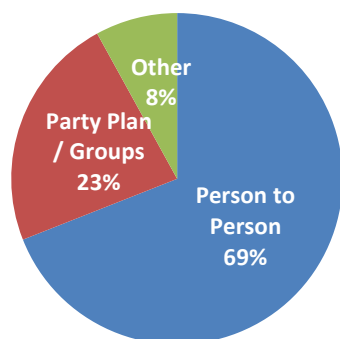
### Direct Selling Business Community

The 4.9 million individuals who represent Direct Selling companies in India are:

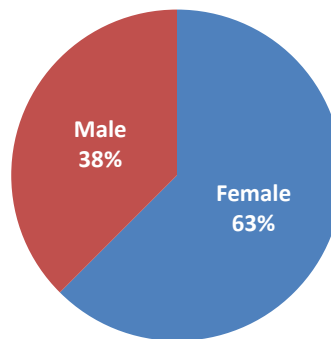
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

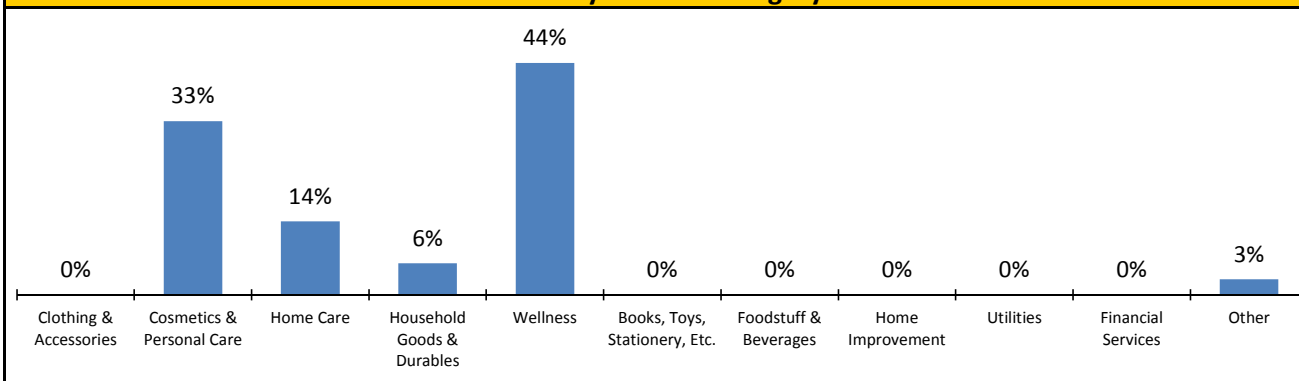
### Sales by Sales Method



### Gender



### Sales by Product Category



©Copyright WFDSA 2013

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: Philippines



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

### 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.

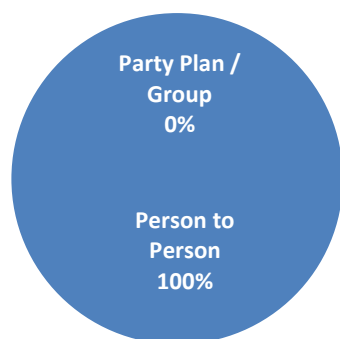
### Direct Selling Business Community

The 3.0 million individuals who represent Direct Selling companies in the Philippines are:

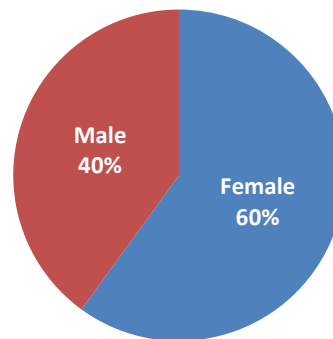
- **Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or **part-time micro-entrepreneurs** who earn extra income by doing so.
- **Those seeking new skills**, who join for the training and re-training.
- **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.

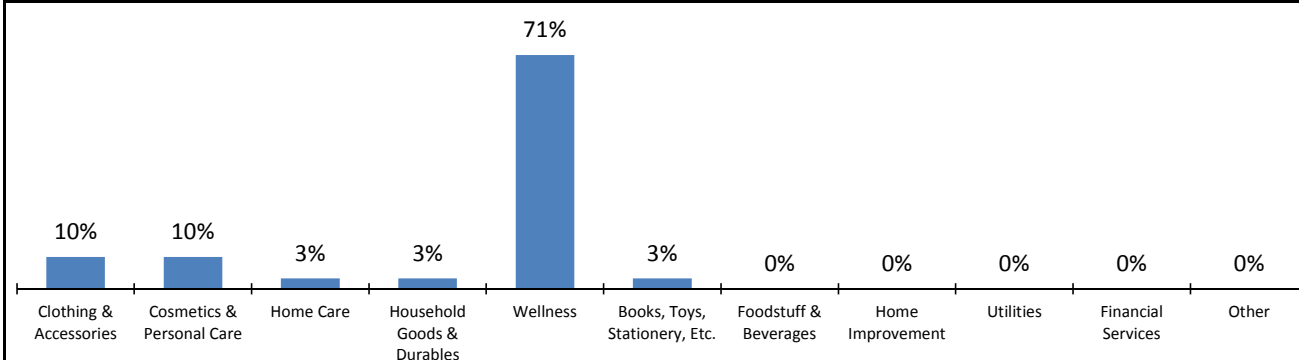
### Sales by Sales Method



### Gender



### Sales by Product Category



©Copyright WFD SA 2013

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.