

Strong global and European figures for direct selling in 2015

Global statistics on direct selling are published annually by the World Federation of Direct Selling Associations (WFDSA) and **Seldia** – the European Direct Selling Association. In 2015 sales increased up to 7,7% globally and up to 4,5% in Europe, compared to the previous year. The global sales amount to \$183,7 billion, with the whole region of Europe responsible for €32 billion, corresponding to 19% percent of global sales.

The European Union region composed of the 28 EU Member States has seen an increase in sales in 2015 up to 7,5% compared to 2014, amounting to €28,2 billion. Germany is the leading market with sales at €13,6 billion, followed by France with €4,1 billion, the United Kingdom close behind with €3,6 billion, Italy with €2,6 billion and Poland at €0,9 billion.

Sales by product groups

Cosmetic and personal care products, household items and wellness are the strongest sectors in direct selling. Other products categories include food and beverages, nutritional products, jewelry and clothes, books, toys and game, home improvement products, etc. The leading product groups in the European region are cosmetics and personal care (32%) and wellness (25%). The latter has seen a steady growth (+2%) while the cosmetics and personal care category has shown a slight decline of -2%.

People involved in direct selling

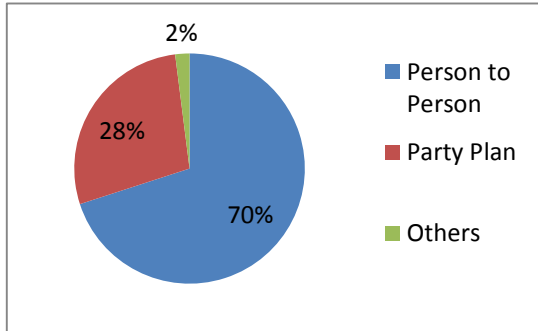
The direct sales force active amounts to 6,4 million in the European Union and 14,5 million in Europe as a whole. Out of these 21% are men and 79% women, and a majority of them work part-time.

2015 total sales Europe : 32,30 bn €

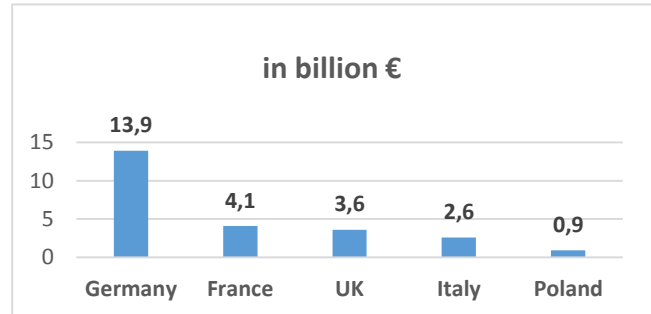
2015 total sales in the European Union : 28,2 bn €

Direct selling is

The marketing of consumer products or services directly to the consumer by an independent sales person who represents a direct selling company.



Top five EU markets

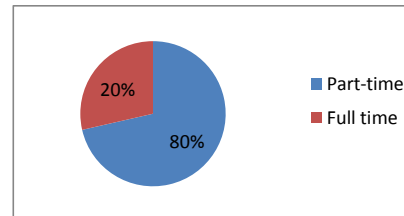
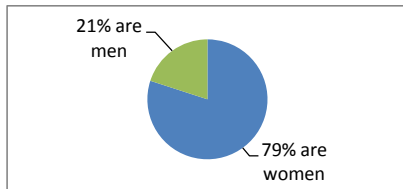


Direct selling typically occurs in a home or at workplace or in any other place away from traditional retail location. Today direct selling also takes advantages of social media and online marketing techniques

Sales excluding VAT - 2015

People involved in direct selling in Europe:

14,5 million out of which 6,4 million in EU



Breakdown of sales by product groups (in%)

