

**Direct Selling in Europe: 2015 retail sales excl. VAT**

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Countries	2015 Sales(1)		2015 Nr of Direct Sellers (3)	
	Local currency (millions)	EURO (millions)	Nr	% women
Austria (5)	227	227	166757	na
Belgium (5)	197	197	21244	na
Bulgaria (2) (5)	170	87	195840	na
Croatia (2) (5)	294	39	40945	78%
Czech Rep (2)(5)	6419	235	276666	88%
Denmark (2) (5)	534	72	68400	na
Estonia (4)	30	30	35325	90%
Finland	187	187	82598	88%
France	4140	4140	640215	80%
Germany	13697	13697	838833	na
Greece (5)	135	135	197787	na
Hungary (2)(5)	56290	182	476661	66%
Ireland	37	37	25000	73%
Italy	2647	2647	514500	55%
Latvia (4)	30	30	48726	90%
Lithuania	27	27	104473	92%
Luxembourg	42	42	2700	na
Netherlands (5)	114	114	56280	81%
Poland (2)	4002	956	937076	86%
Portugal (5)	233	233	216845	81%
Romania (2)(5)	1314	296	307500	na
Slovakia (5)	137	137	189940	91%
Slovenia (5)	16	16	21630	70%
Spain (5)	618	618	208549	68%
Sweden (2) (5)	2393	256	106883	70%
UK (2)	2645	3644	625000	77%
<b>Total EU</b>		<b>28281</b>	<b>6406373</b>	<b>79%</b>
Norway (2) (5)	870	97	104406	na
Russia (2)	130699	1920	5148803	87%
Switzerland (2)(5)	306	287	157616	na
Turkey (2) & (5)	2074	686	1306176	na
Ukraine (2)	7245	303	1050162	82%
Others (5)	0	456	376600	na
<b>Total</b>		<b>32030</b>	<b>14550136</b>	<b>80%</b>

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- (1) Sales figures are expressed at estimated retail level excl. VAT and based on the size of the entire industry unless otherwise noted.
- (2) Average annual exchange rates for 2015 from the European Central Bank were used to convert local currency to euro.
- (3) Direct sellers are individuals who are career minded entrepreneurs building their own business, or part-time entrepreneurs earning extra income. All enjoy significant discounts on products. Some choose only to enjoy and use the products and not to sell at all.
- (4) Figures based on DSA member companies and not the entire industry.
- (5) WFDSA research estimate.

