



**Transkrypcja danych do rysunku: Globalne wyniki sprzedaży siedmiu najważniejszych firm sprzedaży bezpośredniej w latach 2016-2021 oraz w I półroczu 2021r. i 2022r.**

| <b>Sales<br/>(milions)</b> | <b>2016</b> | <b>2017</b> | <b>2018</b> | <b>2019</b> | <b>2020</b> | <b>2021</b> | <b>5-Year<br/>Growth</b> | <b>2021<br/>6MO</b> | <b>2022<br/>6MO</b> |
|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------|---------------------|---------------------|
| <b>Herbalife</b>           | \$ 4,488    | 4,428       | 4,892       | 4,877       | 5,542       | 5,803       |                          | 3,054               | 2,729               |
| <b>Inc/Dec</b>             |             | -1%         | 10%         | 0%          | 14%         | 5%          | 29%                      | -                   | -10,6%              |
| <b>Medifast</b>            | \$ 275      | 302         | 501         | 714         | 934         | 1,526       |                          | 735                 | 871                 |
| <b>Inc/Dec</b>             |             | 10%         | 66%         | 43%         | 31%         | 63%         | 455%                     | -                   | 18,5%               |
| <b>Natura &amp; Co</b>     | R\$ 7,913   | 9,853       | 13,397      | 32,942      | 36,922      | 40,165      |                          | 18,972              | 16,956              |
| <b>Inc/Dec</b>             |             | 25%         | 36%         | 146%        | 12%         | 9%          | 408%                     | -                   | -10,6%              |
| <b>Nu skin</b>             | \$ 2,208    | 2,279       | 2,679       | 2,420       | 2,582       | 2,696       |                          | 1,381               | 1,166               |
| <b>Inc/Dec</b>             |             | 3%          | 18%         | -10%        | 7%          | 4%          | 22%                      | -                   | -15,6%              |
| <b>Oriflame</b>            | € 1,249     | 1,363       | 1,279       | 1,258       | 1,157       | 1,017       |                          | 518                 | 441                 |
| <b>Inc/Dec</b>             |             | 9%          | -6%         | -2%         | -8%         | -12%        | -19%                     | -                   | -14,9%              |
| <b>Tupperware</b>          | \$ 2,213    | 2,256       | 2,070       | 1798        | 1,558       | 1,602       |                          | 831                 | 689                 |
| <b>Inc/Dec</b>             |             | 2%          | -8%         | -13%        | -13%        | 3%          | -28%                     | -                   | -17,1%              |
| <b>USANA</b>               | \$ 1,006    | 1,047       | 1,189       | 1,061       | 1,135       | 1,186       |                          | 645                 | 537                 |
| <b>Inc/Dec</b>             |             | 4%          | 14%         | -11%        | 7%          | 4%          | 18%                      | -                   | -16,7%              |

Źródło: <https://worldofdirectselling.com/direct-selling-second-quarter/>