



Top Direct Sales Makeup and Cosmetic Companies for 2024

Summary:

The direct selling makeup and cosmetic industry has underwent an incredible growth over the past few years owing to changing climatic conditions and people's perception on fashion and self care. This paradigm shift is quite evident in the table below that portrays the growth rate and revenue of the top players in the industry in the previous years.

Prepared by:



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Reference:

<https://www.epixelmlmsoftware.com/blog/direct-sales-makeup-cosmetic-companies>



#	Company	Country	Revenue 2023 (in million USD)	Revenue 2022 (in million USD)	Growth Rate	Year Founded
1	Natura & Co	Brazil	5,300	6,910	-23%	1969
2	Herbalife	USA	5,100	5,200	-2%	1980
3	PM International	Luxembourg	3,030	2,550	19%	1993
4	Mary Kay	USA	1,800	2,200	-18%	1963
5	Forever Living Products	USA	1,800	1,800	0%	1978
6	Atomy	South Korea	1,710	1,540	11%	2009
7	New Era Health	China	1,000	1,000	0%	1995
8	O Boticario	Brazil	995	995	0%	1977
9	USANA	USA	921	999	-8%	1992
10	Longrich	China	850	850	0%	1986
11	Oriflame	Sweden	811	989	-18%	1967
12	Monat Global	USA	700	700	0%	2014
13	Vida Divina	USA	700	700	0%	2016
14	Omnilife	Mexico	633	584	8%	1991

15	Color Street	USA	597	597	0%	2017
16	Amore Pacific	South Korea	585	585	0%	1945
17	RIMAN	South Korea	545	545	0%	2018
18	Yanbal International	Peru	536	536	0%	1967
19	New Image Group	New Zealand	434	434	0%	1984
20	Pola	Japan	433	548	-21%	1929
21	Younique	USA	368	368	0%	2012
22	Cosway	Malaysia	350	368	-5%	1979
23	Partner.co	USA	350	350	0%	2007
24	Faberlic	Russia	346	366	-5%	1997
25	Chogan	Italy	342	101	239%	2013
26	BeautyCounter	USA	340	340	0%	2013
27	For Days Co.	Japan	301	301	0%	1997
28	Betterway	Thailand	280	280	0%	1988
29	Noevir	Japan	245	271	-10%	1964
30	Anran	China	210	210	0%	2005

31	Menard Cosmetics	Japan	182	182	0%	1959
32	BearCere Ju	Japan	165	172	-4%	1992
33	Amare Global	USA	159	150	6%	2015
34	Hinode Cosméticos	Brazil	149	206	-28%	1988
35	LimeLife by Alcone	USA	113	113	0%	2015
36	UP! ESSÊNCIA	Brazil	105	105	0%	2007
37	Arsoa Honsha	Japan	90	90	0%	1972
38	FM World	Poland	75	75	0%	2004
39	Panberes	Iran	52	52	0%	2009
40	Dr. Juchheim Cosmetics	Germany	43	43	0%	2015
41	Essens	Czechia	42	42	0%	2011
42	Arvea Nature	Tunisia	35	30	17%	NA
43	Cellagon	Switzerland	33	33	0%	1983
44	Acti-Labs	UK	32	32	0%	2011
45	Sisel International	USA	30	30	0%	2006
46	Aloette Cosmetics	USA	30	36	-17%	1978

47	Evergreen Life Products	Italy	26	26	0%	2015
48	Activz Global	USA	25	22	14%	2017
49	Jordan Essentials	USA	25	22	14%	2000
50	SwissJust	USA	21	21	0%	1930

Data updated on May 2024

*The above list is subject to market changes and modifications.

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