



Top MLM Companies in Sweden

Summary:

Sweden's culture of innovation and sustainability makes it an ideal environment for MLM businesses to thrive. This article explores the top MLM companies in Sweden and how they leverage the country's unique strengths to succeed in the direct sales industry.

Prepared by:



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Reference:

<https://www.epixelmlmsoftware.com/blog/mlm-companies-sweden>

#	Company	Country	Revenue 2024 (in million USD)	Revenue 2023 (in million USD)	Growth Rate	Year Founded
1	Amway	USA	7,400	7,700	-4%	1959
2	Herbalife	USA	5,000	5,062	-1%	1980
3	PM- International	Luxembourg	3,220	3,030	6%	1993
4	Mary Kay	USA	2,400	2,500	-4%	1963
5	Nu Skin	USA	1,732	1,969	-12%	1984
6	Forever Living Products	USA	1,700	1,800	-6%	1978
7	Oriflame	Sweden	653	811	-19%	1967
8	Juice Plus+	USA	395	400	-1%	1970
9	LR Health & Beauty	Germany	303	296	2%	1985
10	Life Plus	USA	210	210	0%	1995
11	Zinzino	Sweden	202	168	20%	2005
12	NeoLife	USA	100	140	-29%	1958
13	NHT Global	USA	43	44	-2%	2001
14	Magnetix Wellness	Germany	5	5	0%	1999

Data updated on July 2025

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

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