



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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