



Top MLM Companies in Portugal

Summary:

A brief insight into the growth and success of top MLM companies in Portugal, and how new-age direct selling strategies have impacted the industry and their revenue over the past years.

Prepared by:



© 2026 Epixel MLM Software. Published by Epixel, All rights reserved.

Reference:

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

#	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
4	Mary Kay	USA	2400	2500	-4%	1963
3	Oriflame	Sweden	653	811	-19%	1967
5	LR Health & Beauty	Germany	303	296	2%	1985
6	INBS	Portugal	5	5	0%	N/A
7	LumiVitae	Portugal	1	1	0%	2023

Data updated on July 2025

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

Reference:

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