



## Top 500 Direct Sales Companies for 2025

### ***Summary:***

The number of people venturing into the direct selling business is plenty. Direct selling companies in and around the world give myriad opportunities for business aspirants to join them and expand their horizons. A thorough insight into the list of top 500 direct sales companies, their categories, growth trends, and patterns.

### ***Prepared by:***



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### ***Reference:***

<https://www.epixelmlmsoftware.com/blog/top-500-direct-sales-companies-2018>

| #  | 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  | Natura and Co           | Brazil      | 5,649                        | 4,671                         | 21%         | 1969         |
| 3  | Herbalife               | USA         | 5,000                        | 5,062                         | -1%         | 1980         |
| 4  | eXp Realty              | USA         | 4,567                        | 4,300                         | 6%          | 2002         |
| 5  | Vorwerk                 | Germany     | 4,100                        | 3,450                         | 19%         | 1883         |
| 6  | PM-International        | Luxembourg  | 3,220                        | 3,030                         | 6%          | 1993         |
| 7  | Primerica               | USA         | 3,089                        | 2,748                         | 12%         | 1977         |
| 8  | Coway                   | South Korea | 3,031                        | 2,699                         | 12%         | 1989         |
| 9  | Infinitus               | China       | 3,000                        | 3,500                         | -14%        | 1992         |
| 10 | Utility Warehouse       | UK          | 2,590                        | 2,990                         | -13%        | 2002         |
| 11 | Mary Kay                | USA         | 2,400                        | 2,500                         | -4%         | 1963         |
| 12 | Melaleuca               | USA         | 2,200                        | 2,300                         | -4%         | 1985         |
| 13 | Sunrun                  | USA         | 2,037                        | 2,260                         | -10%        | 2007         |
| 14 | Atomy                   | South Korea | 1,830                        | 1,710                         | 7%          | 2009         |
| 15 | Young Living            | USA         | 1,800                        | 2,000                         | -10%        | 1993         |
| 16 | Nu Skin                 | USA         | 1,732                        | 1,969                         | -12%        | 1984         |
| 17 | Forever Living Products | USA         | 1,700                        | 1,800                         | -6%         | 1978         |
| 18 | World Financial Group   | USA         | 1,500                        | 1,300                         | 15%         | 2001         |
| 19 | DoTerra                 | USA         | 1,450                        | 1,500                         | -3%         | 2008         |
| 20 | JoyMain Int.            | China       | 1,300                        | 1,300                         | 0%          | 2000         |
| 21 | REAL Brokerage          | USA         | 1,260                        | 689                           | 83%         | 2014         |
| 22 | Perfect China           | China       | 1,200                        | 1,250                         | -4%         | 1994         |
| 23 | Sunhope                 | China       | 1,100                        | 1,200                         | -8%         | 1993         |
| 24 | Ambit Energy            | USA         | 1,030                        | 1,090                         | -6%         | 2006         |
| 25 | Vivint Smart Home       | USA         | 1,000                        | 790                           | 27%         | 1999         |
| 26 | New Era Health          | China       | 1,000                        | 1,000                         | 0%          | 1995         |
| 27 | O Boticario             | Brazil      | 995                          | 995                           | 0%          | 1977         |
| 28 | Vida Divina             | USA         | 917                          | 917                           | 0%          | 2016         |
| 29 | USANA                   | USA         | 855                          | 921                           | -7%         | 1992         |
| 30 | Longrich                | China       | 850                          | 850                           | 0%          | 1986         |
| 31 | SeneGence               | USA         | 800                          | 900                           | -11%        | 1999         |
| 32 | DXN Global              | USA         | 800                          | 902                           | -11%        | 1993         |
| 33 | Belcorp                 | Peru        | 780                          | 780                           | 0%          | 1968         |
| 34 | Family First Life       | USA         | 775                          | 503                           | 54%         | 2013         |
| 35 | Arbonne International   | USA         | 700                          | 700                           | 0%          | 1975         |



|    |                      |             |     |       |      |      |
|----|----------------------|-------------|-----|-------|------|------|
| 36 | Betterware de Mexico | Mexico      | 689 | 768   | -10% | 1995 |
| 37 | Oriflame             | Sweden      | 653 | 811   | -19% | 1967 |
| 38 | Quanjian             | China       | 650 | 650   | 0%   | 2004 |
| 39 | C1                   | UAE         | 625 | 625   | 0%   | 2019 |
| 40 | Optavia - Medifast   | USA         | 602 | 1,072 | -44% | 1981 |
| 41 | Monat Global         | USA         | 600 | 700   | -14% | 2014 |
| 42 | Amore Pacific        | South Korea | 585 | 585   | 0%   | 1945 |
| 43 | Omnilife             | Mexico      | 584 | 633   | -8%  | 1991 |
| 44 | LegalShield          | USA         | 561 | 546   | 3%   | 1972 |
| 45 | LifeWave             | USA         | 555 | 370   | 50%  | 2004 |
| 46 | RIMAN                | South Korea | 545 | 545   | 0%   | 2018 |
| 47 | QNet                 | Malaysia    | 520 | 520   | 0%   | 1998 |
| 48 | Market America       | USA         | 500 | 800   | -38% | 1992 |
| 49 | IYOVIA               | USA         | 500 | 500   | 0%   | 2013 |
| 50 | ACN                  | USA         | 500 | 500   | 0%   | 1993 |
| 51 | Shaklee              | USA         | 500 | 500   | 0%   | 1956 |
| 52 | Hy Cite              | USA         | 487 | 570   | -15% | 1959 |
| 53 | Scentsy              | USA         | 472 | 579   | -18% | 2004 |
| 54 | Nature's Sunshine    | USA         | 454 | 445   | 2%   | 1972 |
| 55 | It Works! Global     | USA         | 450 | 450   | 0%   | 2001 |
| 56 | Unicity              | USA         | 450 | 450   | 0%   | 2001 |
| 57 | Yanbal International | Peru        | 450 | 500   | -10% | 1967 |
| 58 | Chogan               | Italy       | 450 | 342   | 32%  | 2013 |
| 59 | Golden Days China    | China       | 446 | 446   | 0%   | 1991 |
| 60 | PHP Agency           | USA         | 440 | 300   | 47%  | 2009 |
| 61 | Tiens                | China       | 435 | 435   | 0%   | 1995 |
| 62 | Farmasi              | Turkey      | 429 | 440   | -3%  | 2003 |
| 63 | Beach Body           | USA         | 419 | 527   | -20% | 1998 |
| 64 | Pola                 | Japan       | 411 | 433   | -5%  | 1929 |
| 65 | Isagenix             | USA         | 400 | 400   | 0%   | 2002 |
| 66 | Lux International    | Switzerland | 396 | 396   | 0%   | 1901 |
| 67 | Juice Plus+          | USA         | 395 | 400   | -1%  | 1970 |
| 68 | LuLaRoe              | USA         | 395 | 400   | -1%  | 2013 |
| 69 | Younique             | USA         | 368 | 368   | 0%   | 2012 |
| 70 | Faberlic             | Russia      | 368 | 346   | 6%   | 1997 |
| 71 | Miki Corp.           | Japan       | 358 | 371   | -4%  | 1965 |
| 72 | Cosway               | Malaysia    | 350 | 350   | 0%   | 1979 |
| 73 | Partner.co           | USA         | 350 | 350   | 0%   | 2007 |
| 74 | Le-Vel               | USA         | 350 | 350   | 0%   | 2012 |
| 75 | ModiCare             | India       | 350 | 350   | 0%   | 1996 |
| 76 | Pure Romance         | USA         | 350 | 350   | 0%   | 1993 |

|     |                            |             |     |     |      |      |
|-----|----------------------------|-------------|-----|-----|------|------|
| 77  | Premier Financial Alliance | USA         | 350 | 300 | 17%  | 2003 |
| 78  | Plexus Worldwide           | USA         | 341 | 377 | -10% | 2008 |
| 79  | Pruvit                     | USA         | 336 | 336 | 0%   | 2015 |
| 80  | Greenway Global            | Czechia     | 326 | 307 | 6%   | 2017 |
| 81  | Princess House             | USA         | 320 | 299 | 7%   | 1963 |
| 82  | LG Household & Health      | South Korea | 320 | 320 | 0%   | 1947 |
| 83  | LR Health & Beauty         | Germany     | 303 | 296 | 2%   | 1985 |
| 84  | For Days Co.               | Japan       | 301 | 301 | 0%   | 1997 |
| 85  | Pampered Chef              | USA         | 300 | 300 | 0%   | 1980 |
| 86  | 4Life                      | USA         | 300 | 341 | -12% | 1998 |
| 87  | Neora                      | USA         | 300 | 300 | 0%   | 2011 |
| 88  | Prowin international       | Germany     | 283 | 283 | 0%   | 1995 |
| 89  | Siberian Health            | Russia      | 280 | 280 | 0%   | 1996 |
| 90  | Betterway                  | Thailand    | 280 | 280 | 0%   | 1988 |
| 91  | New Image Group            | New Zealand | 261 | 434 | -40% | 1984 |
| 92  | InCruises (InGroup)        | USA         | 253 | 205 | 23%  | 2015 |
| 93  | New U Life                 | USA         | 250 | 250 | 0%   | 2017 |
| 94  | Just International         | Switzerland | 250 | 250 | 0%   | 1930 |
| 95  | Seacret Direct             | USA         | 250 | 320 | -22% | 2005 |
| 96  | Stella & Dot               | USA         | 250 | 300 | -17% | 2003 |
| 97  | Total Life Changes         | USA         | 250 | 300 | -17% | 2003 |
| 98  | Noevir                     | Japan       | 245 | 245 | 0%   | 1964 |
| 99  | Alliance In Motion         | Philippines | 238 | 238 | 0%   | 2005 |
| 100 | Sunrider International     | USA         | 236 | 236 | 0%   | 1982 |
| 101 | Best World International   | Singapore   | 235 | 228 | 3%   | 1990 |
| 102 | LifeVantage                | USA         | 230 | 213 | 8%   | 2003 |
| 103 | Immunotec Research         | Canada      | 220 | 220 | 0%   | 1996 |
| 104 | Hegemon Group (HGI)        | USA         | 210 | 210 | 0%   | 2012 |
| 105 | Life Plus                  | USA         | 210 | 210 | 0%   | 1995 |
| 106 | Anran                      | China       | 210 | 210 | 0%   | 2005 |
| 107 | Kangmei                    |             | 210 | 210 | 0%   | 1997 |
| 108 | Origami Owl                | USA         | 210 | 210 | 0%   | 2010 |
| 109 | Naturally Plus             | Japan       | 208 | 218 | -5%  | 1999 |
| 110 | Zinzino                    |             | 202 | 168 | 20%  | 2005 |



|     |                       |          |     |     |      |      |
|-----|-----------------------|----------|-----|-----|------|------|
|     |                       | Sweden   |     |     |      |      |
| 111 | Ten Lead BioTech      | Taiwan   | 200 | 200 | 0%   | N/A  |
| 112 | Elken                 | Malaysia | 200 | 200 | 0%   | 1995 |
| 113 | Cabi Online           | USA      | 200 | 200 | 0%   | 2002 |
| 114 | Alphay International  | China    | 195 | 195 | 0%   | 2002 |
| 115 | Paparazzi Accessories | USA      | 195 | 195 | 0%   | 2011 |
| 116 | Modere                | USA      | 195 | 200 | -3%  | 1992 |
| 117 | Ringana               | Austria  | 193 | 193 | 0%   | 1996 |
| 118 | APLGO                 | Cyprus   | 188 | 220 | -15% | N/A  |
| 119 | Ann Summers           | UK       | 180 | 180 | 0%   | 1970 |
| 120 | MyDailyChoice         | USA      | 178 | 178 | 0%   | 2014 |
| 121 | Gano Excel            | Malaysia | 178 | 178 | 0%   | 1995 |
| 122 | Cutco                 | USA      | 175 | 237 | -26% | 1949 |
| 123 | Amare Global          | USA      | 175 | 165 | 6%   | 2015 |
| 124 | BearCere Ju           | Japan    | 163 | 165 | -1%  | 1992 |
| 125 | JapanLife Co.         | Japan    | 158 | 158 | 0%   | 1975 |
| 126 | Vestige Marketing     | India    | 154 | 154 | 0%   | 2004 |
| 127 | Giffarine             | Thailand | 152 | 150 | 1%   | 1996 |
| 128 | Rena Ware Int.        | USA      | 152 | 152 | 0%   | 1941 |
| 129 | ASEA                  | USA      | 150 | 160 | -6%  | 2007 |
| 130 | PartyLite             | USA      | 150 | 150 | 0%   | 1909 |
| 131 | PhytoScience          | Malaysia | 150 | 150 | 0%   | 2012 |
| 132 | Youngevity            | USA      | 147 | 147 | 0%   | 1997 |
| 133 | For You               | China    | 147 | 147 | 0%   | 2012 |
| 134 | Enagic USA            | USA      | 147 | 147 | 0%   | 1974 |
| 135 | Hinode Cosméticos     | Brazil   | 136 | 149 | -9%  | 1988 |
| 136 | Stampin' Up!          | USA      | 133 | 133 | 0%   | 1988 |



|     |                         |             |     |     |       |      |
|-----|-------------------------|-------------|-----|-----|-------|------|
| 137 | Jifu                    | USA         | 130 | 120 | 8%    | 2018 |
| 138 | Cambridge Diet          | UK          | 130 | 131 | -1%   | 1984 |
| 139 | Nippon Menard Cosmetics | Japan       | 129 | 150 | -14%  | 1959 |
| 140 | Naris Cosmetics         | Japan       | 127 | 127 | 0%    | 1932 |
| 141 | MI Lifestyle            | India       | 126 | 126 | 0%    | 2013 |
| 142 | KK Assuran              | Japan       | 123 | 127 | -3%   | 1994 |
| 143 | Bofrost                 | Germany     | 121 | 121 | 0%    | 1966 |
| 144 | LiveGood                | USA         | 120 | 85  | 41%   | N/A  |
| 145 | Mannatech               | USA         | 118 | 132 | -11%  | 1993 |
| 146 | Nefful                  | USA         | 117 | 117 | 0%    | 1973 |
| 147 | Eqology                 | Norway      | 117 | 77  | 52%   | 1998 |
| 148 | LimeLife by Alcone      | USA         | 113 | 113 | 0%    | 2015 |
| 149 | Kangzen                 | Thailand    | 110 | 110 | 0%    | 1993 |
| 150 | Tastefully Simple       | USA         | 110 | 110 | 0%    | 1995 |
| 151 | Zhulian Marketing       | Malaysia    | 108 | 108 | 0%    | 1989 |
| 152 | Maruko                  | Japan       | 106 | 121 | -12%  | 1964 |
| 153 | UP! ESSÊNCIA            | Brazil      | 105 | 105 | 0%    | 2007 |
| 154 | The Maira Co.           | Japan       | 105 | 105 | 0%    | 1991 |
| 155 | Olive Tree People       | USA         | 104 | 4   | 2500% | 2017 |
| 156 | Diana Co.               | Japan       | 104 | 105 | -1%   | 1986 |
| 157 | Xyngular                | USA         | 103 | 103 | 0%    | 2009 |
| 158 | QSciences               | USA         | 102 | 102 | 0%    | 2013 |
| 159 | Energetix               | Germany     | 102 | 102 | 0%    | 1988 |
| 160 | RCM Marketing           | India       | 101 | 101 | 0%    | 2001 |
| 161 | Charle Corp.            | Japan       | 100 | 100 | 0%    | 1984 |
| 162 | The Super Patch Company | USA         | 100 | 55  | 82%   | 2022 |
| 163 | AMC International       | Switzerland | 100 | 100 | 0%    | 1963 |
| 164 | MaVie Global            |             | 100 | 110 | -9%   | N/A  |



|     |                           |                             |     |     |      |      |
|-----|---------------------------|-----------------------------|-----|-----|------|------|
|     |                           | Virgin Islands<br>(British) |     |     |      |      |
| 165 | NeoLife                   | USA                         | 100 | 140 | -29% | 1958 |
| 166 | Perfectly Posh            | USA                         | 100 | 100 | 0%   | 2011 |
| 167 | IMC                       | India                       | 100 | 100 | 0%   | 2007 |
| 168 | Heim & Haus               | Germany                     | 99  | 99  | 0%   | 1971 |
| 169 | BE Club                   | UAE                         | 99  | 99  | 0%   | 2018 |
| 170 | Inspire                   | USA                         | 99  | 98  | 1%   | 2011 |
| 171 | Vertera                   | Switzerland                 | 99  | 99  | 0%   | 2005 |
| 172 | Truvy                     | USA                         | 99  | 99  | 0%   | 2014 |
| 173 | Kirby Company             | USA                         | 95  | 95  | 0%   | 1935 |
| 174 | Healy World               | Germany                     | 95  | 130 | -27% | 2013 |
| 175 | Sahajidah Hai-O           | Malaysia                    | 91  | 91  | 0%   | 1992 |
| 176 | Arsoa Honsha              | Japan                       | 90  | 90  | 0%   | 1972 |
| 177 | QuiAri                    | USA                         | 90  | 81  | 11%  | 2019 |
| 178 | Koyo-Sha                  | Japan                       | 89  | 89  | 0%   | 1975 |
| 179 | LivePURE                  | USA                         | 84  | 84  | 0%   | NA   |
| 180 | Captain Tortue<br>Group   | France                      | 81  | 81  | 0%   | 1993 |
| 181 | iGenius                   | USA                         | 80  | 80  | 0%   | 2016 |
| 182 | AmeriPlan USA             | USA                         | 79  | 79  | 0%   | 1992 |
| 183 | One More<br>International | Turkey                      | 78  | 78  | 0%   | 2014 |
| 184 | Norwex                    | Norway                      | 75  | 75  | 0%   | 1994 |
| 185 | MWR Life                  | USA                         | 75  | 75  | 0%   | 2013 |
| 186 | FM World                  | Poland                      | 75  | 75  | 0%   | 2004 |
| 187 | Synergy<br>International  | USA                         | 75  | 75  | 0%   | 2000 |
| 188 | Fuxion                    | USA                         | 75  | 75  | 0%   | 2006 |
| 189 | Purium                    | USA                         | 70  | 70  | 0%   | 1993 |
| 190 | Opulence Global           | Canada                      | 68  | 65  | 5%   | 2005 |



|     |                        |          |    |    |      |      |
|-----|------------------------|----------|----|----|------|------|
| 191 | Premier Designs        | USA      | 68 | 68 | 0%   | 1985 |
| 192 | Pieroth Wein           | Germany  | 63 | 63 | 0%   | 1960 |
| 193 | Ardyss                 | USA      | 60 | 60 | 0%   | 1991 |
| 194 | Thanks AI              | Japan    | 57 | 57 | 0%   | 2009 |
| 195 | Soteria                | Italy    | 56 | 56 | 0%   | NA   |
| 196 | Touchstone Essentials  | USA      | 55 | 55 | 0%   | 2012 |
| 197 | Snep International     | Italy    | 54 | 54 | 0%   | 2014 |
| 198 | Panberes               | Iran     | 52 | 52 | 0%   | 2009 |
| 199 | Polishop               | Brazil   | 52 | 52 | 0%   | 1999 |
| 200 | Edmark international   | Malaysia | 52 | 52 | 0%   | 1986 |
| 201 | JR Watkins             | USA      | 52 | 52 | 0%   | 1868 |
| 202 | Ruby Ribbon            | USA      | 51 | 51 | 0%   | 2011 |
| 203 | Trivita                | USA      | 51 | 51 | 0%   | 1999 |
| 204 | Bravenly Global        | USA      | 50 | 19 | 163% | 2020 |
| 205 | Baadraan Network       | Iran     | 50 | 50 | 0%   | 2011 |
| 206 | Park Lane Jewelry      | USA      | 50 | 50 | 0%   | 1955 |
| 207 | Shine Cosmetics        | USA      | 50 | 50 | 0%   | 2015 |
| 208 | Aerus                  | USA      | 50 | 50 | 0%   | 1924 |
| 209 | Chandeal Co.           | Japan    | 50 | 50 | 0%   | 1980 |
| 210 | Nikken                 | USA      | 49 | 49 | 0%   | 1975 |
| 211 | Send Out Cards         | USA      | 46 | 46 | 0%   | 2003 |
| 212 | Rain International     | USA      | 46 | 46 | 0%   | 2011 |
| 213 | Netsurf Network        | India    | 45 | 45 | 0%   | 2000 |
| 214 | NHT Global             | USA      | 43 | 44 | -2%  | 2001 |
| 215 | Dr. Juchheim Cosmetics | Germany  | 43 | 43 | 0%   | 2015 |
| 216 | YOR Health             | USA      | 42 | 42 | 0%   | 2008 |
| 217 | Essens                 | Czechia  | 42 | 42 | 0%   | 2011 |

|     |                      |             |    |    |     |      |
|-----|----------------------|-------------|----|----|-----|------|
| 218 | Regal Ware           | USA         | 41 | 41 | 0%  | 1911 |
| 219 | Royale Business Club | Philippines | 40 | 40 | 0%  | 2006 |
| 220 | Duolife              | Poland      | 40 | 40 | 0%  | 2012 |
| 221 | Flavon Group         | Hungary     | 40 | 40 | 0%  | 2004 |
| 222 | Nutrimetics          | Australia   | 40 | 40 | 0%  | 1961 |
| 223 | Deesse International | Switzerland | 40 | 40 | 0%  | 2013 |
| 224 | LifePharm            | USA         | 40 | 40 | 0%  | 2011 |
| 225 | Vivri                | USA         | 40 | 40 | 0%  | 2014 |
| 226 | Close To My Heart    | USA         | 37 | 37 | 0%  | 1996 |
| 227 | Reliv International  | USA         | 37 | 37 | 0%  | 1988 |
| 228 | Destina 1 Int.       | Malaysia    | 36 | 36 | 0%  | 2012 |
| 229 | Neumi                | USA         | 36 | 25 | 44% | 2021 |
| 230 | ByDzyne              | USA         | 35 | 35 | 0%  | 2019 |
| 231 | Pink Zebra           | USA         | 35 | 35 | 0%  | 2011 |
| 232 | Arvea Nature         | Tunisia     | 35 | 35 | 0%  | NA   |
| 233 | IDLife               | USA         | 34 | 34 | 0%  | 2014 |
| 234 | Essante Organics     | USA         | 33 | 33 | 0%  | 2009 |
| 235 | Cellagon             | Switzerland | 33 | 33 | 0%  | 1983 |
| 236 | Conklin Company      | USA         | 33 | 33 | 0%  | 1969 |
| 237 | Acti-Labs            | UK          | 32 | 32 | 0%  | 2011 |
| 238 | Trevo                | USA         | 32 | 32 | 0%  | 2010 |
| 239 | Nuvo Olive Oil       | USA         | 32 | 32 | 0%  | 2012 |
| 240 | Univera              | USA         | 32 | 32 | 0%  | 1976 |
| 241 | Parinam health Care  | India       | 30 | 30 | 0%  | 2011 |
| 242 | Aloette Cosmetics    | USA         | 30 | 30 | 0%  | 1978 |
| 243 | B-Epic               | USA         | 30 | 30 | 0%  | 2016 |
| 244 | Red Aspen            | USA         | 30 | 30 | 0%  | 2017 |
| 245 | bHIP Global          | USA         | 30 | 30 | 0%  | 2007 |

|     |                         |             |    |    |    |      |
|-----|-------------------------|-------------|----|----|----|------|
| 246 | Yoli                    | USA         | 30 | 30 | 0% | 2009 |
| 247 | Bonvera                 | USA         | 30 | 30 | 0% | 2004 |
| 248 | Celebrating Home        | USA         | 30 | 30 | 0% | 1996 |
| 249 | NVU                     | USA         | 30 | 30 | 0% | 2022 |
| 250 | Bellame                 | USA         | 30 | 30 | 0% | 2018 |
| 251 | Velovita                | USA         | 28 | 28 | 0% | 2020 |
| 252 | Zermat Int.             | USA         | 26 | 26 | 0% | 1987 |
| 253 | Haka Kunz               | Germany     | 26 | 26 | 0% | 1946 |
| 254 | Evergreen Life Products | Italy       | 26 | 26 | 0% | 2015 |
| 255 | Touchstone Crystal      | USA         | 26 | 26 | 0% | 2009 |
| 256 | Visi                    | USA         | 26 | 26 | 0% | 2012 |
| 257 | Organo                  | Canada      | 25 | 25 | 0% | 2008 |
| 258 | PawTree                 | USA         | 25 | 25 | 0% | 2012 |
| 259 | J. Hilburn              | USA         | 25 | 25 | 0% | 2007 |
| 260 | Rexair                  | USA         | 25 | 25 | 0% | 1936 |
| 261 | RBC Life Sciences       | USA         | 25 | 25 | 0% | 1988 |
| 262 | Savvi                   | USA         | 25 | 25 | 0% | 2013 |
| 263 | Jewelry in Candles      | USA         | 25 | 25 | 0% | 2013 |
| 264 | Root Wellness           | USA         | 25 | 25 | 0% | 2020 |
| 265 | Asclepius Wellness      | India       | 25 | 25 | 0% | 2014 |
| 266 | Jordan Essentials       | USA         | 25 | 25 | 0% | 2000 |
| 267 | Activz Global           | USA         | 25 | 25 | 0% | 2017 |
| 268 | Celframe                | India       | 25 | 25 | 0% | 2000 |
| 269 | Liv Labs                | USA         | 23 | 23 | 0% | 2017 |
| 270 | Steeped Tea             | Canada      | 23 | 23 | 0% | 2006 |
| 271 | NeXarise                | UK          | 23 | 23 | 0% | 2020 |
| 272 | Onehope Wine            | USA         | 21 | 21 | 0% | 2007 |
| 273 | Carico International    | USA         | 21 | 21 | 0% | 1967 |
| 274 | Initial Outfitters      | USA         | 21 | 21 | 0% | 2006 |
| 275 | SwissJust               | USA         | 21 | 21 | 0% | 1930 |
| 276 | Compelling Creations    | USA         | 21 | 21 | 0% | 1998 |
| 277 | NYR Organic             | USA         | 21 | 21 | 0% | 1999 |
| 278 | WEWE Global             | UAE         | 20 | 20 | 0% | 2016 |
| 279 | VIABLE                  | South Korea | 20 | 20 | 0% | NA   |
| 280 | Athenas Home            | USA         | 20 | 20 | 0% | 1998 |



|     |                         |           |    |    |       |      |
|-----|-------------------------|-----------|----|----|-------|------|
| 281 | Eminence Organic        | USA       | 20 | 20 | 0%    | 1958 |
| 282 | H2O at Home             | USA       | 20 | 20 | 0%    | 1998 |
| 283 | Green Compass Global    | USA       | 20 | 20 | 0%    | 2019 |
| 284 | Creative Memories       | USA       | 20 | 20 | 0%    | 1987 |
| 285 | E.P.I.C                 | USA       | 20 | 20 | 0%    | 1979 |
| 286 | Novae                   | USA       | 20 | 20 | 0%    | 2014 |
| 287 | Glaze Trading India     | India     | 20 | 20 | 0%    | 2003 |
| 288 | Reico Vital             | Germany   | 18 | 18 | 0%    | 1992 |
| 289 | Asia Herbal Biotech     | Malaysia  | 17 | 17 | 0%    | 2010 |
| 290 | Trinti Communications   | USA       | 17 | 17 | 0%    | 2003 |
| 291 | Juuva                   | USA       | 17 | 17 | 0%    | N/A  |
| 292 | Asili Global            | USA       | 17 | 1  | 1600% | 2018 |
| 293 | HC Wellness             | USA       | 17 | 7  | 143%  | N/A  |
| 294 | Kannaway                | USA       | 17 | 17 | 0%    | 2014 |
| 295 | Noonday Collection      | USA       | 17 | 17 | 0%    | 2010 |
| 296 | Bon Cook                | USA       | 16 | 16 | 0%    | 2017 |
| 297 | Inspiranza Designs      | USA       | 16 | 16 | 0%    | 2005 |
| 298 | Destander International | Argentina | 16 | 16 | 0%    | 2009 |
| 299 | L Bri Pure Natural      | USA       | 16 | 16 | 0%    | 1998 |
| 300 | DBM GLOBAL              | Italy     | 16 | 4  | 300%  | 1981 |
| 301 | WineShop At Home        | USA       | 16 | 16 | 0%    | 2014 |
| 302 | Lorraine Lea Linen      | Australia | 16 | 16 | 0%    | 1986 |
| 303 | Ha-Ra                   | Germany   | 16 | 16 | 0%    | 1970 |
| 304 | GOVVI                   | USA       | 16 | 18 | -11%  | 2022 |
| 305 | Eaconomy                | USA       | 15 | 15 | 0%    | 2017 |
| 306 | Futures Luume           | Ireland   | 15 | 15 | 0%    | 2023 |
| 307 | Truu                    | Germany   | 15 | 14 | 7%    | N/A  |
| 308 | IPRO Network            | USA       | 15 | 15 | 0%    | 1984 |
| 309 | Boisset Wine            | USA       | 15 | 15 | 0%    | N/A  |
| 310 | Somnvie                 | USA       | 15 | 15 | 0%    | 2020 |
| 311 | LivElite                | USA       | 15 | 15 | 0%    | 2008 |
| 312 | Legacy Global           | Peru      | 15 | 15 | 0%    | 2016 |
| 313 | Beyond Slim             | USA       | 15 | 15 | 0%    | 2020 |
| 314 | Xendurance LLC          | USA       | 15 | 15 | 0%    | 2006 |
| 315 | Kuailian                | Estonia   | 14 | 14 | 0%    | 2018 |



|     |                                     |             |    |    |      |      |
|-----|-------------------------------------|-------------|----|----|------|------|
| 316 | Optidee                             | Germany     | 14 | 14 | 0%   | N/A  |
| 317 | Wakaya Perfection (Out Of Business) | USA         | 13 | 13 | 0%   | 2015 |
| 318 | Bode Pro                            | USA         | 12 | 12 | 0%   | 2017 |
| 319 | Sanki Global                        | USA         | 12 | 12 | 0%   | 2010 |
| 320 | inqten                              | South Korea | 12 | 12 | 0%   | N/A  |
| 321 | Xooma Worldwide                     | USA         | 12 | 12 | 0%   | N/A  |
| 322 | SuperLife World                     | Malaysia    | 12 | 12 | 0%   | 2017 |
| 323 | Arieyl                              | USA         | 12 | 12 | 0%   | 2013 |
| 324 | Lemongrass Spa                      | USA         | 12 | 12 | 0%   | 2022 |
| 325 | Plunder Design                      | USA         | 12 | 12 | 0%   | NA   |
| 326 | Valentus Global                     | USA         | 12 | 5  | 140% | 2014 |
| 327 | Essential Bodywear                  | USA         | 12 | 12 | 0%   | 2003 |
| 328 | The Happy Co.                       | USA         | 11 | 16 | -31% | 2011 |
| 329 | Natura Vitalis                      | Germany     | 10 | 10 | 0%   | N/A  |
| 330 | iHub Global                         | USA         | 10 | 10 | 0%   | 2010 |
| 331 | iBumerang                           | USA         | 10 | 30 | -67% | 2019 |
| 332 | All Dazzle                          | USA         | 10 | 10 | 0%   | 2005 |
| 333 | Fifth Avenue Collection             | USA         | 10 | 10 | 0%   | 1987 |
| 334 | Azenka                              | Peru        | 10 | 10 | 0%   | 2002 |
| 335 | MKX Network                         | Netherlands | 10 | 10 | 0%   | 2023 |
| 336 | ReaTure Organics                    | India       | 10 | 10 | 0%   | N/A  |
| 337 | CTFO                                | USA         | 10 | 10 | 0%   | 2015 |
| 338 | Axxa Global                         | Singapore   | 10 | 10 | 0%   | 2008 |
| 339 | New Earth                           | USA         | 10 | 10 | 0%   | 2013 |
| 340 | Nowsite                             | Canada      | 10 | 10 | 0%   | NA   |
| 341 | Hibody                              | USA         | 10 | 10 | 0%   | NA   |
| 342 | Travorium                           | USA         | 10 | 7  | 43%  | 2013 |
| 343 | E. Excel                            | USA         | 10 | 10 | 0%   | 2012 |
| 344 | Saladmaster                         | USA         | 10 | 10 | 0%   | 1946 |
| 345 | Azuli Skye                          | USA         | 9  | 9  | 0%   | 2008 |
| 346 | Max International                   | USA         | 9  | 9  | 0%   | 2006 |
| 347 | Innov8tive Nutrition                | USA         | 9  | 9  | 0%   | 2016 |
| 348 | Ismerely                            | Mexico      | 8  | 8  | 0%   | 2009 |
| 349 | Corvive                             | USA         | 8  | 8  | 0%   | 2018 |
| 350 | Bella Grace                         | USA         | 8  | 8  | 0%   | 2021 |
| 351 | Allysian Sciences                   | Canada      | 8  | 8  | 0%   | 2015 |
| 352 | Enzacta                             | USA         | 8  | 8  | 0%   | 2003 |
| 353 | Celadon Road                        | USA         | 8  | 8  | 0%   | 2008 |



|     |                        |              |   |   |     |      |
|-----|------------------------|--------------|---|---|-----|------|
| 354 | Shopping Nation        | USA          | 8 | 8 | 0%  | 2012 |
| 355 | Inuka Fragrances       | South africa | 7 | 7 | 0%  | 2010 |
| 356 | i9life/sense           | Brazil       | 7 | 7 | 0%  | 2015 |
| 357 | Ascira                 | USA          | 7 | 7 | 0%  | 2019 |
| 358 | Biolliffe moringa      | Peru         | 7 | 7 | 0%  | N/A  |
| 359 | Life Abundance         | USA          | 7 | 7 | 0%  | 1999 |
| 360 | Saba                   | USA          | 7 | 7 | 0%  | 2012 |
| 361 | Damsel in Defense      | USA          | 7 | 7 | 0%  | 2015 |
| 362 | Arctic Nutrition       | Finland      | 7 | 6 | 17% | 2011 |
| 363 | Magnabilities          | USA          | 7 | 7 | 0%  | 2012 |
| 364 | Globallee              | USA          | 6 | 6 | 0%  | 2019 |
| 365 | Pure Heaven            | USA          | 6 | 6 | 0%  |      |
| 366 | Lavylites              | Hungary      | 6 | 6 | 0%  | 2013 |
| 367 | FireFlies              | Switzerland  | 6 | 6 | 0%  | 2010 |
| 368 | Colway                 | Poland       | 6 | 6 | 0%  | 2015 |
| 369 | Breathless Wines       | USA          | 6 | 6 | 0%  | 2011 |
| 370 | Barefoot Books         | USA          | 6 | 6 | 0%  | 1992 |
| 371 | Nafis Network          | Iran         | 5 | 5 | 0%  | 2006 |
| 372 | Sami Direct            | India        | 5 | 5 | 0%  | 2010 |
| 373 | Miglio                 | South Africa | 5 | 5 | 0%  | 1990 |
| 374 | Epic Trading           | USA          | 5 | 5 | 0%  | 1965 |
| 375 | Body Wise Int.         | USA          | 5 | 5 | 0%  | 2002 |
| 376 | National Wealth Center | USA          | 5 | 5 | 0%  | 2014 |
| 377 | Magnetix Wellness      | Germany      | 5 | 5 | 0%  | 1999 |
| 378 | Chalk Couture          | USA          | 5 | 5 | 0%  | 2017 |
| 379 | Bessemer               | Australia    | 5 | 5 | 0%  | 1960 |
| 380 | Cerule                 | USA          | 5 | 5 | 0%  | 2000 |
| 381 | Sarso biznet           | India        | 5 | 5 | 0%  | 2011 |
| 382 | Bomb Party             | USA          | 5 | 5 | 0%  | N/A  |
| 383 | IAM Worldwide          | Philippines  | 5 | 5 | 0%  | 2016 |
| 384 | Racco Cosmetics        | Brazil       | 5 | 5 | 0%  | 1987 |
| 385 | Future Global Vision   | USA          | 5 | 5 | 0%  | 2005 |
| 386 | AMAKHA PARIS           | Brazil       | 5 | 5 | 0%  | 2017 |
| 387 | Nomades Collection     | USA          | 5 | 5 | 0%  | 2009 |
| 388 | INBS                   | Portugal     | 5 | 5 | 0%  | N/A  |
| 389 | jBloom Designs         | USA          | 5 | 5 | 0%  | 2004 |
| 390 | Fitteam Global         | USA          | 5 | 5 | 0%  | 2014 |
| 391 | Muscari International  | Colombia     | 5 | 5 | 0%  | 2000 |



|     |                             |             |   |   |      |      |
|-----|-----------------------------|-------------|---|---|------|------|
| 392 | Natural Glow Int            | Indonesia   | 5 | 5 | 0%   | N/A  |
| 393 | Dudley Products             | USA         | 5 | 5 | 0%   | N/A  |
| 394 | Daisy Blue<br>Naturals      | USA         | 5 | 5 | 0%   | 2001 |
| 395 | MpgXtreme                   | USA         | 5 | 5 | 0%   | 2022 |
| 396 | Bioreigns                   | USA         | 5 | 5 | 0%   | 2014 |
| 397 | Jerelia                     | Ukraine     | 5 | 5 | 0%   | N/A  |
| 398 | Life Leadership             | USA         | 5 | 5 | 0%   | 2011 |
| 399 | Cevitalis                   | Germany     | 5 | 1 | 400% | NA   |
| 400 | Sabika                      | USA         | 5 | 5 | 0%   | 2001 |
| 401 | HPH                         | Iran        | 5 | 5 | 0%   | N/A  |
| 402 | Kitchen Fair<br>Mexico      | Mexico      | 5 | 5 | 0%   | 1982 |
| 403 | myEcon                      | USA         | 5 | 5 | 0%   | 2005 |
| 404 | Lorde and Belle             | USA         | 5 | 5 | 0%   | N/A  |
| 405 | Coral Club<br>International | Canada      | 4 | 4 | 0%   | 1988 |
| 406 | PrimeMyBody                 | USA         | 4 | 4 | 0%   | 2005 |
| 407 | ATA                         | Iran        | 4 | 4 | 0%   | 2019 |
| 408 | Fun Stampers<br>Journey     | USA         | 4 | 4 | 0%   | 2011 |
| 409 | Lilla Rose                  | USA         | 4 | 4 | 0%   | 2016 |
| 410 | Avena Original              | Canada      | 4 | 3 | 33%  | 1991 |
| 411 | Radiantly You               | USA         | 4 | 4 | 0%   | N/A  |
| 412 | Bioulife                    | Canada      | 4 | 4 | 0%   | 2014 |
| 413 | Eniva                       | USA         | 4 | 4 | 0%   | 1998 |
| 414 | DreamTrips<br>International | USA         | 4 | 4 | 0%   | N/A  |
| 415 | Pomifera                    | USA         | 4 | 4 | 0%   | 2020 |
| 416 | Bioheal Colombia            | Colombia    | 4 | 4 | 0%   | 2014 |
| 417 | Color Me<br>Beautiful       | USA         | 4 | 4 | 0%   | 1983 |
| 418 | Impact Global               | USA         | 4 | 4 | 0%   | NA   |
| 419 | GDI                         | USA         | 4 | 4 | 0%   | 2000 |
| 420 | Powur                       | USA         | 4 | 4 | 0%   | 2015 |
| 421 | Miessence                   | Australia   | 4 | 4 | 0%   | 1999 |
| 422 | Pro Financial<br>Group      | USA         | 4 | 4 | 0%   | 1977 |
| 423 | Plennia Wellness            | Mexico      | 3 | 2 | 50%  | N/A  |
| 424 | EV International            | Bulgaria    | 3 | 3 | 0%   | N/A  |
| 425 | Life Activated<br>Brands    | USA         | 3 | 3 | 0%   | N/A  |
| 426 | SimplyHealth24              | Germany     | 3 | 2 | 50%  | N/A  |
| 427 | Akuna Health<br>Products    | Philippines | 3 | 3 | 0%   | N/A  |



|     |                        |                |   |   |      |      |
|-----|------------------------|----------------|---|---|------|------|
| 428 | Gold Canyon            | USA            | 3 | 3 | 0%   | 1997 |
| 429 | Newgen Direct          | United Kingdom | 3 | 3 | 0%   | 2014 |
| 430 | MiraBurst              | USA            | 3 | 3 | 0%   | 2014 |
| 431 | Anovite                | USA            | 3 | 3 | 0%   | N/A  |
| 432 | Inkavida               | Peru           | 3 | 3 | 0%   | N/A  |
| 433 | Pelle Naturale         | USA            | 3 | 3 | 0%   | 2021 |
| 434 | Aqua Source UK         | United Kingdom | 3 | 3 | 0%   | N/A  |
| 435 | HB Naturals            | USA            | 3 | 3 | 0%   | N/A  |
| 436 | Beyuna                 | New Zealand    | 3 | 3 | 0%   | 2014 |
| 437 | FirstFitness Nutrition | USA            | 3 | 3 | 0%   | 1989 |
| 438 | Kalaia                 | USA            | 3 | 3 | 0%   | 2017 |
| 439 | Qyral                  | USA            | 3 | 3 | 0%   | 2019 |
| 440 | Kara Vita              | USA            | 3 | 3 | 0%   | N/A  |
| 441 | BeCAUSE Cosmetics      | USA            | 3 | 3 | 0%   | N/A  |
| 442 | BIO4                   | Mexico         | 3 | 3 | 0%   | N/A  |
| 443 | Cognoa International   | Philippines    | 3 | 3 | 0%   | N/A  |
| 444 | Make Wellness          | USA            | 3 | 0 | 300% | 2024 |
| 445 | Awakend                | USA            | 3 | 3 | 0%   | N/A  |
| 446 | NúcleoGenex            | USA            | 3 | 3 | 0%   | 2011 |
| 447 | Mettrin                | Canada         | 3 | 3 | 0%   | 1932 |
| 448 | Emris                  | USA            | 3 | 3 | 0%   | 2019 |
| 449 | Ultra                  | USA            | 3 | 3 | 0%   | 2011 |
| 450 | Adornable.u            | USA            | 3 | 3 | 0%   | N/A  |
| 451 | HTE USA                | USA            | 3 | 3 | 0%   | 1993 |
| 452 | SINERGIFY WORLD        | Mexico         | 3 | 1 | 200% | N/A  |
| 453 | Magnessa               | India          | 2 | 2 | 0%   | 2014 |
| 454 | Nui Social             | USA            | 2 | 2 | 0%   | NA   |
| 455 | Bella Modi             | USA            | 2 | 2 | 0%   | 2011 |
| 456 | Evomel Bee Life        | Brazil         | 2 | 2 | 0%   | 1995 |
| 457 | Cellements             | Estonia        | 2 | 2 | 0%   | 2020 |
| 458 | MyTravelVentures       | USA            | 2 | 2 | 0%   | NA   |
| 459 | Exialoe                | Spain          | 2 | 2 | 0%   | 2012 |
| 460 | Revv Naturals          | USA            | 2 | 2 | 0%   | NA   |
| 461 | Scout and Cellar       | USA            | 2 | 2 | 0%   | 2017 |
| 462 | Opulenza Designs       | USA            | 2 | 2 | 0%   | 2016 |
| 463 | BLEN                   | Mexico         | 2 | 2 | 0%   | 2022 |
| 464 | Nudrate                | USA            | 2 | 2 | 0%   | 2023 |



|     |                           |                |   |   |      |      |
|-----|---------------------------|----------------|---|---|------|------|
| 465 | Chalky & Company          | USA            | 2 | 2 | 0%   | 2015 |
| 466 | Scent Team                | USA            | 2 | 2 | 0%   | N/A  |
| 467 | Fumée Perfume & Cosmetics | Austria        | 2 | 2 | 0%   | 1992 |
| 468 | Adriaticus Group          | Slovenia       | 2 | 2 | 0%   | N/A  |
| 469 | FTR Global/ReAction       | USA            | 2 | 2 | 0%   | 2013 |
| 470 | 7k Metals                 | USA            | 2 | 2 | 0%   | 2016 |
| 471 | Maxener Wellness          | India          | 2 | 1 | 100% | 2017 |
| 472 | OXO Global                | Turkey         | 2 | 2 | 0%   | 1990 |
| 473 | Hawaii Balsamics          | USA            | 2 | 2 | 0%   | NA   |
| 474 | Illuminent                | USA            | 2 | 2 | 0%   | 2014 |
| 475 | Levari                    | USA            | 2 | 2 | 0%   | NA   |
| 476 | Ramissio                  | Czech Republic | 2 | 2 | 0%   | NA   |
| 477 | INETWORK2U                | Malaysia       | 2 | 2 | 0%   | NA   |
| 478 | LOVEWINX                  | USA            | 2 | 2 | 0%   | 2014 |
| 479 | Dub Nutrition             | USA            | 2 | 2 | 0%   | 2009 |
| 480 | Gelmoment                 | Canada         | 2 | 2 | 0%   | N/A  |
| 481 | N8 Essentials             | USA            | 2 | 2 | 0%   | 2017 |
| 482 | Bodylogic Nutrition       | Mexico         | 2 | 2 | 0%   | 2010 |
| 483 | Healthgarde International | Nigeria        | 2 | 2 | 0%   | 2020 |
| 484 | Proceller8                | USA            | 2 | 1 | 100% | NA   |
| 485 | Gracewear                 | USA            | 2 | 2 | 0%   | 2009 |
| 486 | Risen Live                | UAE            | 2 | 2 | 0%   | NA   |
| 487 | Cap Beauty Cosmetics      | France         | 2 | 2 | 0%   | 2015 |
| 488 | NeutroWay                 | Morocco        | 2 | 2 | 0%   | 2016 |
| 489 | KZ1                       | USA            | 2 | 2 | 0%   | N/A  |
| 490 | ASR4YOU                   | Spain          | 2 | 3 | -33% | N/A  |
| 491 | NéVetica                  | USA            | 2 | 2 | 0%   | NA   |
| 492 | Juara Skincare            | USA            | 2 | 2 | 0%   | 2004 |
| 493 | LoveBiome                 | USA            | 2 | 2 | 0%   | 2022 |
| 494 | HempMate                  | Switzerland    | 2 | 2 | 0%   | 2017 |
| 495 | Energymax                 | Kazakhstan     | 2 | 2 | 0%   | N/A  |
| 496 | Mango + Moose             | Canada         | 2 | 2 | 0%   | NA   |
| 497 | Dyna Maxx                 | USA            | 2 | 2 | 0%   | NA   |
| 498 | Frequense                 | USA            | 2 | 2 | 0%   | 2011 |
| 499 | Pars Newshanik            | Iran           | 2 | 2 | 0%   | NA   |
| 500 | Olixfit                   | Italy          | 2 | 2 | 0%   | N/A  |

Data updated in May 2025



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

**Reference:**

<https://www.epixelmlmsoftware.com/blog/top-500-direct-sales-companies-2018>

