



Top Binary MLM Companies for 2025

Summary:

Of the many plans in an MLM network marketing business, the binary MLM plan is the most desired, tried, and tested. With options to tweak the plan according to the businesses, most companies prefer to stick to this plan for added advantages and growth.

The list below will take you through the top binary MLM companies for the year 2025 their revenue, growth rate, and other details.

Prepared by:



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Reference:

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

#	Company	Country	Revenue 2024 (in million USD)	Revenue 2023 (in million USD)	Growth Rate	Year Founded
1	Natura & Co	Brazil	5649	4671	21%	1969
2	Herbalife	USA	5000	5062	-1%	1980
3	Sunhope	China	1100	1200	-8%	1993
4	Ambit Energy	USA	1030	1090	-6%	2006
5	USANA	USA	855	921	-7%	1992
6	Optavia - Medifast	USA	602	1072	-44%	1981
7	Market America	USA	500	800	-38%	1992
8	It Works! Global	USA	450	450	0%	2001
9	Isagenix	USA	400	400	0%	2002
10	Younique	USA	368	368	0%	2012
11	Plexus Worldwide	USA	341	377	-10%	2008
12	Stella & Dot	USA	250	300	-17%	2003

Data updated on June 2025

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

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