



Top Direct Sales Makeup And Cosmetic Companies 2023

Summary:

The direct selling makeup and cosmetic industry has underwent an incredible growth over the past few years owing to changing climatic conditions and people's perception on fashion and self care. This paradigm shift is quite evident in the table below that portrays the growth rate and revenue of the top players in the industry in the previous years.

Prepared by:



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Reference:

<https://www.epixelmlmsoftware.com/blog/direct-sales-makeup-cosmetic-companies>

#	Company	Country	Revenue 2022 (in million USD)	Revenue 2021 (in million USD)	Growth Rate	Year Founded
1	Amway	USA	8,100	8,900	-9%	1959
2	Natura & Co (Avon, The Body Shop)	Brazil	6,910	7,200	-4%	1969



3	Herbalife	USA	5,200	5,800	-10%	1980
4	PM International	Luxembourg	2,550	2,380	7%	1993
5	Melaleuca	USA	2,400	2,700	-11%	1985
6	Nu Skin	USA	2,230	2,695	-17%	1984
7	Mary Kay	USA	2,200	2,600	-15%	1963
8	Young Living	USA	2,000	2,200	-9%	1993
9	Forever Living Products	USA	1,800	2,000	-10%	1978
10	DoTerra	USA	1,750	1,830	-4%	2008
11	Atomy	South Korea	1,540	1,841	-16%	2009
12	Perfect China	China	1,250	1,500	-17%	1994
13	Rodan and Fields	USA	1,210	1,400	-14%	2000
14	New Era Health	China	1,000	1,195	-16%	1995
15	USANA	USA	999	1,190	-16%	1992
16	O Boticario	Brazil	995	1,100	-10%	1977
17	Oriflame	Sweden	989	1,100	-10%	1967
18	DXN Global	USA	902	1,250	-28%	1993

19	SeneGence	USA	900	1,020	-12%	1999
20	Longrich	China	850	1,000	-15%	1986
21	Belcorp	Peru	780	850	-8%	1968
22	Scentsy	USA	759	1,020	-26%	2004
23	Monat Global	USA	700	804	-13%	2014
24	Vida Divina	USA	700	800	-13%	2016
25	Arbonne International	USA	700	800	-13%	1975
26	Color Street	USA	597	597	0%	2017
27	Amore Pacific	South Korea	585	585	0%	1945
28	Omnilife	Mexico	584	563	4%	1991
29	Pola	Japan	548	691	-21%	1929
30	RIMAN	South Korea	545	538	1%	2018
31	Yanbal International	Peru	536	536	0%	1967
32	QNet	Malaysia	520	520	0%	1998
33	Shaklee	USA	500	595	-16%	1956
34	Yofoto	China	500	500	0%	2004



35	It Works! Global	USA	495	550	-10%	2001
36	Plexus Worldwide	USA	454	500	-9%	2008
37	Golden Days China	China	446	446	0%	1991
38	New Image Group	New Zealand	434	434	0%	1984
39	Farmasi	Turkey	428	459	-7%	2003
40	Miki Corp.	Japan	419	502	-17%	1965
41	Isagenix	USA	400	520	-23%	2002
42	Younique	USA	368	368	0%	2012
43	Cosway	Malaysia	368	368	0%	1979
44	Modere	USA	368	368	0%	1992
45	Faberlic	Russia	366	400	-9%	1997
46	ModiCare	India	350	350	0%	1996
47	4Life	USA	341	341	0%	1998
48	BeautyCounter	USA	340	340	0%	2013
49	LG Household & Health	South Korea	320	320	0%	1947
50	Seacret Direct	USA	320	320	0%	2005

Data updated in April 2023



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

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