



Direct Sales Health Supplement Companies 2025

Summary:

With the health-conscious generation growing up, the direct selling health and wellness industry also saw a steady growth with their products and services. Get into the details of how the sector is booming over the years through their revenue statistics through this table.

Prepared by:



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Reference:

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



#	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	Infinitus	China	3,000	3,500	-14%	1992
5	Melaleuca	USA	2,200	2,300	-4%	1985
6	Young Living	USA	1,800	2,000	-10%	1993
7	Nu Skin	USA	1,732	1,969	-12%	1984
8	Forever Living Products	USA	1,700	1,800	-6%	1978
9	DoTerra	USA	1,450	1,500	-3%	2008
10	JoyMain Int.	China	1,300	1,300	0%	2000
11	Perfect China	China	1200	1,250	-4%	1994
12	Sunhope	China	1,100	1,200	-8%	1993
13	USANA	USA	855	921	-7%	1992
14	DXN Global	USA	800	902	-11%	1993
15	Arbonne International	USA	700	700	0%	1975
16	Quanjian	China	650	650	0%	2004
17	Optavia - Medifast	USA	602	1072	-44%	1981
18	Amore Pacific	South Korea	585	585	0%	1945
19	QNet	Malaysia	520	520	0%	1998
20	Shaklee	USA	500	500	0%	1956
21	Nature's Sunshine	USA	454	445	2%	1972
22	Unicity	USA	450	450	0%	2001
23	It Works! Global	USA	450	450	0%	2001
24	Golden Days China	China	446	446	0%	1991
25	Tiens	China	435	435	0%	1995
26	Farmasi	Turkey	429	440	-3%	2003
27	Beach Body	USA	419	527	-20%	1998



28	Isagenix	USA	400	400	0%	2002
29	Juice Plus+	USA	395	400	-1%	1970
30	Faberlic	Russia	368	346	6%	1997
31	Miki Corp.	Japan	358	371	-4%	1965
32	Cosway	Malaysia	350	350	0%	1979
33	Le-Vel	USA	350	350	0%	2012
34	ModiCare	India	350	350	0%	1996
35	Plexus Worldwide	USA	341	377	-10%	2008
36	Pruvit	USA	336	336	0%	2015
37	LR Health & Beauty	Germany	303	296	2%	1985
38	For Days Co.	Japan	301	301	0%	1997
39	4Life	USA	300	341	-12%	1998
40	New Image Group	New Zealand	261	434	-40%	1984
41	Total Life Changes	USA	250	300	-17%	2003
42	Just International	Switzerland	250	250	0%	1930
43	Noevir	Japan	245	245	0%	1964
44	Modere	USA	195	200	-3%	1,992
45	Vestige Marketing	India	154	154	0%	2,004

Data updated on June 2025

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

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