



Top Direct Sales Makeup and Cosmetic Companies 2025

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 2024 (in million USD)	Revenue 2023 (in million USD)	Growth rate	Year Founded
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1	Natura & Co	Brazil	5,649	4,671	21%	1969
2	Herbalife	USA	5,000	5,062	-1%	1980
3	PM International	Luxembourg	3,220	3,030	6%	1993
4	Mary Kay	USA	2,400	2,500	-4%	1963
5	Atomy	South Korea	1,830	1,710	7%	2009
6	Forever Living Products	USA	1,700	1,800	-6%	1978
7	New Era Health	China	1,000	1,000	0%	1995
8	O Boticario	Brazil	995	995	0%	1977
9	Vida Divina	USA	917	917	0%	2016
10	USANA	USA	855	921	-7%	1992
11	Longrich	China	850	850	0%	1986
12	Oriflame	Sweden	653	811	-19%	1967
13	Monat Global	USA	600	700	-14%	2014
14	Amore Pacific	South Korea	585	585	0%	1945
15	Omnilife	Mexico	584	633	-8%	1991
16	RIMAN	South Korea	545	545	0%	2018
17	Yanbal International	Peru	450	500	-10%	1967
18	Chogan	Italy	450	342	32%	2013
19	Pola	Japan	411	433	-5%	1929
20	Younique	USA	368	368	0%	2012
21	Faberlic	Russia	368	346	6%	1997
22	Cosway	Malaysia	350	350	0%	1979
23	Partner.co	USA	350	350	0%	2007
24	For Days Co.	Japan	301	301	0%	1997
25	Betterway	Thailand	280	280	0%	1988
26	New Image Group	New Zealand	261	434	-40%	1984
27	Seacret Direct	USA	250	320	-22%	2005
28	Stella & Dot	USA	250	300	-17%	2003
29	Noevir	Japan	245	245	0%	1964
30	Anran	China	210	210	0%	2005
31	BearCere Ju	Japan	163	165	-1%	1992
32	Amare Global	USA	175	165	6%	2015



33	Hinode Cosméticos	Brazil	136	149	-9%	1988
34	Menard Cosmetics	Japan	129	150	-14%	1959
35	LimeLife by Alcone	USA	113	113	0%	2015
36	UPI! ESSÊNCIA	Brazil	105	105	0%	2007
37	Arsoa Honsha	Japan	90	90	0%	1972
38	FM World	Poland	75	75	0%	2004
39	Panberes	Iran	52	52	0%	2009
40	Dr. Juchheim Cosmetics	Germany	43	43	0%	2015
41	Essens	Czechia	42	42	0%	2011
42	Arvea Nature	Tunisia	35	35	0%	NA
43	Cellagon	Switzerland	33	33	0%	1983
44	Acti-Labs	UK	32	32	0%	2011
45	Sisel International	USA	30	30	0%	2006
46	Aloette Cosmetics	USA	30	30	0%	1978
47	Evergreen Life Products	Italy	26	26	0%	2015
48	Activz Global	USA	25	25	0%	2017
49	Jordan Essentials	USA	25	25	0%	2000
50	SwissJust	USA	21	21	0%	1930

Data updated in July 2025

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

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