



Top direct sales skincare companies 2024

Summary:

Direct sales skincare companies are emerging with their new found formulas and strategies creating new waves in the market. A thorough understanding of the direct sales skincare market scenario, sales and revenue for the year 2024.

Prepared by:



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Reference:

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



#	Company	Country	Revenue 2023 (in million USD)	Revenue 2022 (in million USD)	Growth Rate	Year Founded
1	Amway	USA	7,700	8,100	-5%	1959
2	Natura & Co	Brazil	5,300	6,910	-23%	1969
3	Herbalife	USA	5,100	5,200	-2%	1980
4	PM International	Luxembourg	3,030	2,550	19%	1993
5	Melaleuca	USA	2,300	2,400	-4%	1985
6	Young Living	USA	2,000	2,000	0%	1993
7	Nu Skin	USA	1,970	2,230	-12%	1984
8	Mary Kay	USA	1,800	2,200	-18%	1963
9	Forever Living Products	USA	1,800	1,800	0%	1978
10	DoTerra	USA	1,750	1,750	0%	2008
11	Atomy	South Korea	1,710	1,540	11%	2009
12	Perfect China	China	1,250	1,250	0%	1994
13	Rodan and Fields	USA	1,210	1,210	0%	2000
14	New Era Health	China	1,000	1,000	0%	1995
15	O Boticario	Brazil	995	995	0%	1977
16	USANA	USA	921	999	-8%	1992
17	DXN Global	USA	902	902	0%	1993
18	SeneGence	USA	900	900	0%	1999
19	Longrich	China	850	850	0%	1986



20	Vida Divina	USA	850	825	3%	2016
21	Oriflame	Sweden	811	989	-18%	1967
22	Belcorp	Peru	780	780	0%	1968
23	Monat Global	USA	700	700	0%	2014
24	Arbonne International	USA	700	700	0%	1975
25	Omnilife	Mexico	633	584	8%	1991
26	Color Street	USA	597	597	0%	2017
27	Amore Pacific	South Korea	585	585	0%	1945
28	Scentsy	USA	579	759	-24%	2004
29	RIMAN	South Korea	545	545	0%	2018
30	Yanbal International	Peru	536	536	0%	1967
31	QNet	Malaysia	520	520	0%	1998
32	Shaklee	USA	500	500	0%	1956
33	It Works! Global	USA	450	495	-9%	2001
34	Golden Days China	China	446	446	0%	1991
35	Farmasi	Turkey	440	428	3%	2003
36	New Image Group	New Zealand	434	434	0%	1984
37	Pola	Japan	433	548	-21%	1929
38	Isagenix	USA	400	400	0%	2002
39	Plexus Worldwide	USA	377	454	-17%	2008
40	Miki Corp.	Japan	371	419	-11%	1965
41	Younique	USA	368	368	0%	2012



42	ModiCare	India	350	350	0%	1996
43	Cosway	Malaysia	350	368	-5%	1979
44	Faberlic	Russia	346	366	-5%	1997
45	4Life	USA	341	341	0%	1998
46	LG Household & Health	South Korea	320	320	0%	1947
47	Seacret Direct	USA	320	320	0%	2005
48	BeautyCounter	USA	290	340	-15%	2013
49	Modere	USA	200	220	-9%	1992
50	Ten Lead BioTech	Taiwan	200	180	11%	N/A

Data updated on June 2024

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

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