



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 2023.

Prepared by:



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Reference:

<https://www.epixelmlmsoftware.com/blog/mlm-skincare-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	Moderne	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 on July 2023

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

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