



Top MLM Companies in Europe for 2025

Summary:

The list encompasses significant stance of top direct selling companies in Europe that have demonstrated their financial performance over the years. It also details the major players in the industry, diverse array of products and services, dynamic revenue situations, and sectors that are currently in the spotlight.

Navigate through the list of featured companies below to uncover further insights.

Prepared by:



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Reference:

www.epixelmlmsoftware.com/blog/mlm-companies-europe

#	Company	Country	Revenue 2024 (in million USD)	Revenue 2023 (in million USD)	Growth Rate	Year Founded
1	Vorwerk	Germany	4,100	3,450	19%	1883
2	PM International	Luxembourg	3,220	3,030	6%	1993
3	Utility Warehouse	UK	2,590	2,990	-13%	2002
4	Oriflame	Sweden	653	811	-19%	1967
5	Chogan	Italy	450	342	32%	2013
6	Lux International	Switzerland	396	396	0%	1901
7	Greenway Global	Czechia	326	307	6%	2017
8	LR Health & Beauty	Germany	303	296	2%	1985
9	Prowin international	Germany	283	283	0%	1995
10	Just International	Switzerland	250	250	0%	1930
11	Zinzino	Sweden	202	168	20%	2005
12	Ringana	Austria	193	193	0%	1996
13	APLGO	Cyprus	188	220	-15%	NA
14	Ann Summers	UK	180	180	0%	1970
15	Bofrost	Germany	121	121	0%	1966
16	Eqology	Norway	117	77	52%	1998
17	Energetix	Germany	102	102	0%	1988
18	AMC International	Switzerland	100	100	0%	1963
19	Vertera	Switzerland	99	99	0%	2005
20	Heim & Haus	Germany	99	99	0%	1971
21	Healy World	Germany	95	130	-27%	2013
22	Captain Tortue Group	France	81	81	0%	1993

23	FM World	Poland	75	75	0%	2004
24	Norwex	Norway	75	75	0%	1994
25	Pieroth Wein	Germany	63	63	0%	1960
26	Soteria	Italy	56	56	0%	NA
27	Snep International	Italy	54	54	0%	2014
28	Dr. Juchheim Cosmetics	Germany	43	43	0%	2015
29	Essens	Czechia	42	42	0%	2011
30	Deesse International	Switzerland	40	40	0%	2013
31	DUOLIFE	Poland	40	40	0%	2012
32	Flavon Group	Hungary	40	40	0%	2004
33	Cellagon	Switzerland	33	33	0%	1983
34	Acti-Labs	UK	32	32	0%	2011
35	Haka Kunz	Germany	26	26	0%	1946
36	Evergreen Life Products	Italy	26	26	0%	2015
37	NeXarise	UK	23	23	0%	N/A
38	Reico Vital	Germany	18	18	0%	1992
39	Ha-Ra	Germany	16	16	0%	1970
40	Optidee	Germany	14	14	0%	NA
41	Kuailian	Estonia	14	14	0%	2018
42	MKX Network	Netherlands	10	10	0%	2023
43	Natura Vitalis	Germany	10	10	0%	NA
44	Colway	Poland	6	6	0%	2015
45	Lavylites	Hungary	6	6	0%	2013

Data updated on July 2025

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

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