



Top Binary MLM Companies for 2025

Summary:

Of the many plans in an MLM network marketing business, the binary MLM plan is the most desired, tried, and tested. With options to tweak the plan according to the businesses, most companies prefer to stick to this plan for added advantages and growth.

The list below will take you through the top binary MLM companies for the year 2025 their revenue, growth rate, and other details.

Prepared by:



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Reference:

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

| # | Company | Country | Revenue 2024 (in million USD) | Revenue 2023 (in million USD) | Growth Rate | Year Founded |
|----|--------------------|---------|----------------------------------|----------------------------------|-------------|--------------|
| 1 | Natura & Co | Brazil | 5649 | 4671 | 21% | 1969 |
| 2 | Herbalife | USA | 5000 | 5062 | -1% | 1980 |
| 3 | Sunhope | China | 1100 | 1200 | -8% | 1993 |
| 4 | Ambit Energy | USA | 1030 | 1090 | -6% | 2006 |
| 5 | USANA | USA | 855 | 921 | -7% | 1992 |
| 6 | Optavia - Medifast | USA | 602 | 1072 | -44% | 1981 |
| 7 | Market America | USA | 500 | 800 | -38% | 1992 |
| 8 | It Works! Global | USA | 450 | 450 | 0% | 2001 |
| 9 | Isagenix | USA | 400 | 400 | 0% | 2002 |
| 10 | Younique | USA | 368 | 368 | 0% | 2012 |
| 11 | Plexus Worldwide | USA | 341 | 377 | -10% | 2008 |
| 12 | Stella & Dot | USA | 250 | 300 | -17% | 2003 |

Data updated on June 2025

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

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