



## Top MLM Companies in Japan for 2025

### ***Summary:***

The following list presents a concise overview of the direct selling industry in Japan, highlighting the prominent players in the market, diverse revenue streams, and sectors that are currently receiving significant consideration. The mentioned companies in the list also furnish key information regarding their annual revenue generation, growth rates, and the year of their establishment.

For more comprehensive understanding, delve deeper into the details of the following companies.

### ***Prepared by:***



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### ***Reference:***

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

#	Company	Revenue 2024 (in million USD)	Revenue 2023 (in million USD)	Growth Rate	Year Founded
1	Pola	411	433	-0.05	1929
2	Miki Corp.	358	371	-0.04	1965
3	For Days Co.	301	301	0	1997
4	Noevir	245	245	0	1964
5	Naturally Plus	208	218	-0.05	1999
6	BearCere Ju	163	165	-0.01	1992
7	JapanLife Co.	158	158	0	1975
8	Nippon Menard Cosmetics	129	150	-0.14	1959
9	Naris Cosmetics	127	127	0	1932
10	KK Assuran	123	127	-0.03	1994
11	Maruko	106	121	-0.12	1964
12	The Maira Co.	105	105	0	1991
13	Diana Co.	104	105	-0.01	1986
14	Charle Corp.	100	100	0	1984
15	Arsoa Honsha	90	90	0	1972
16	Koyo-Sha	89	89	0	1975
17	Thanks AI	57	57	0	2009
18	Chandeal Co.	50	50	0	1980

Data updated on April 2025

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

***Reference:***

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