



Top Party Plan MLM Companies for 2025

Summary:

The home party plan is the most popular and widely used MLM business plan in the direct selling industry. This table will take you through top party plan MLM companies for 2025 and inspiring statistics of their revenue and growth.

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Reference:

<https://www.epixelmlmsoftware.com/blog/top-party-plan-companies>

No	Company	Country	Revenue 2024 (in million USD)	Revenue 2023 (in million USD)	Growth Rate	Year Founded
1	Vorwerk	Germany	3,450	3,300	5%	1883
2	Mary Kay	USA	2,500	2,500	0%	1963
3	DXN Global	USA	902	902	0%	1993
4	Scentsy	USA	472	579	-18%	2004
5	Yanbal International	Peru	450	500	-10%	1967
6	Pure Romance	USA	350	350	0%	1993
7	Princess House	USA	320	299	7%	1963
8	Pampered Chef	USA	300	300	0%	1980

Data updated on June 2025

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

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