



# GLOBAL DIRECT SELLING INDUSTRY

**STATISTICAL INFORMATION & DATA INSIGHTS  
FY 2022-23**

# Global Direct Selling Industry

Contributing Half a Trillion US Dollars to the Global Economy.



125 Million People Involved in Direct Selling Industry Globally

# GLOBAL DIRECT SELLING FACTUAL INFORMATION

Positive Global Impact of Direct Selling Industry

Global Direct Selling Industry in Transition

Global Retail Sales in USD (Millions)

Global Direct Selling Market Share

Top 10 Global Direct Selling Markets

Global Salesforce Size Aligns with Sales Trends During 2019-2023

Region-wise Global Direct Selling Representatives - 2023

Global Direct Selling Representatives by Age

Global Sales by Product Category

Top Direct Selling Markets – Exceeding \$1 Billion USD

# POSITIVE GLOBAL IMPACT OF THE DIRECT SELLING INDUSTRY

1

Empowering Local  
Communities

2

Providing Quality  
Goods and Services



Supporting Household  
Incomes

3

Promoting Flexible  
Entrepreneurship

4

# GLOBAL DIRECT SELLING INDUSTRY IN TRANSITION

The Direct Selling Industry experience transformation, especially since the onset of COVID-19, Pandemic in 2020

## Pandemic Driven Shifts

The Pandemic accelerated Industry's transition to



Increased focus on essential goods



Emphasis on Health and Wellness Products



Demand for personalized shopping experience



## Consumer Behaviour Changes Driving demand for Direct Selling Offerings



Social Selling



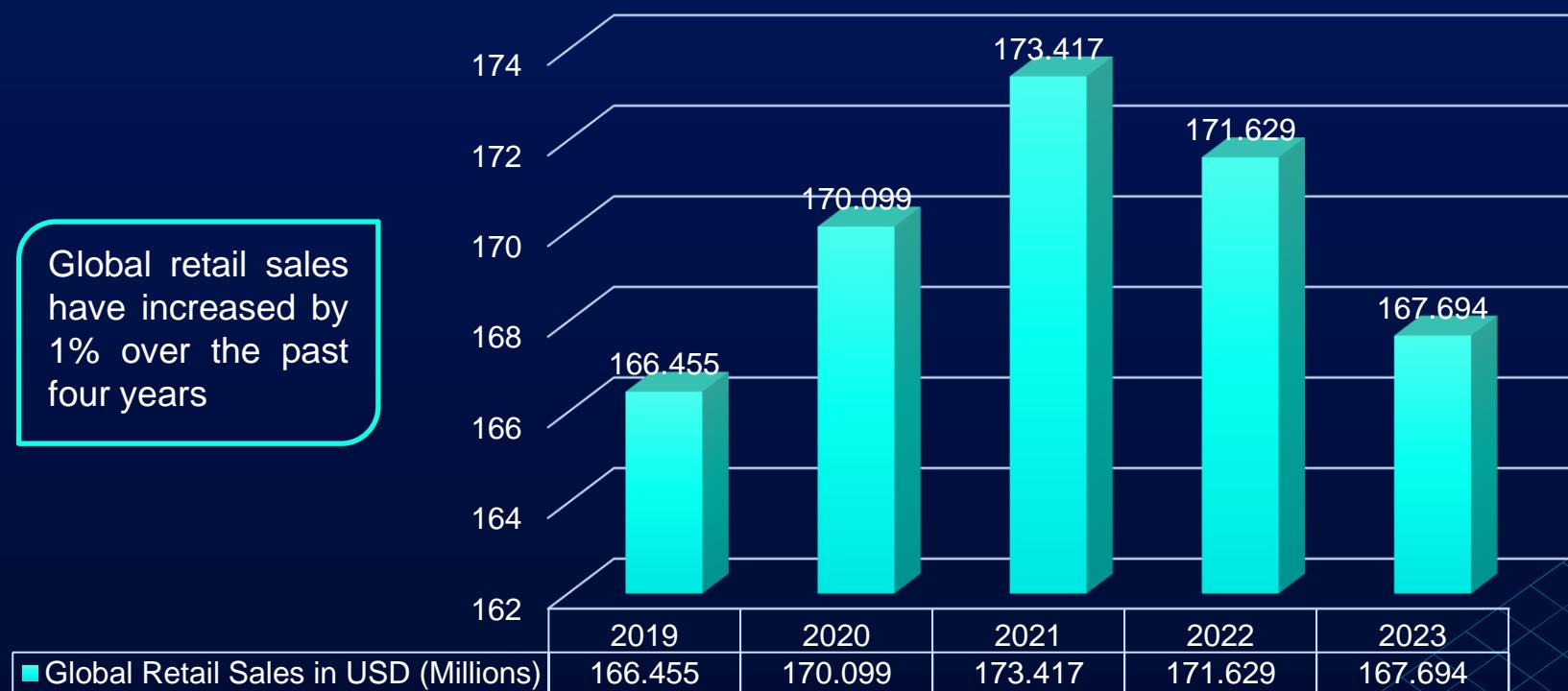
Contactless Delivery



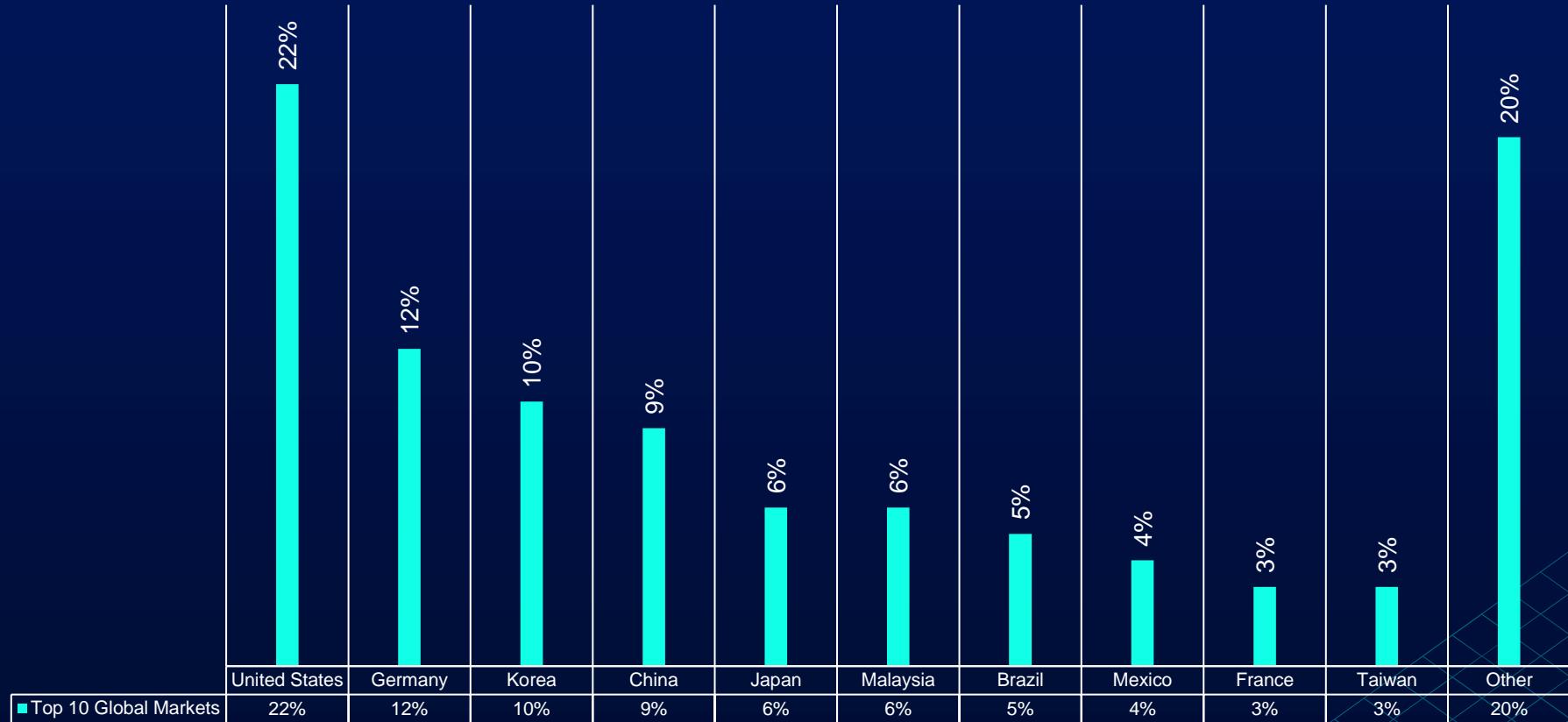
Digital Transformation

# GLOBAL RETAIL SALES IN USD (MILLIONS)

Demonstrating resilience in the face of Geo - Political Challenges

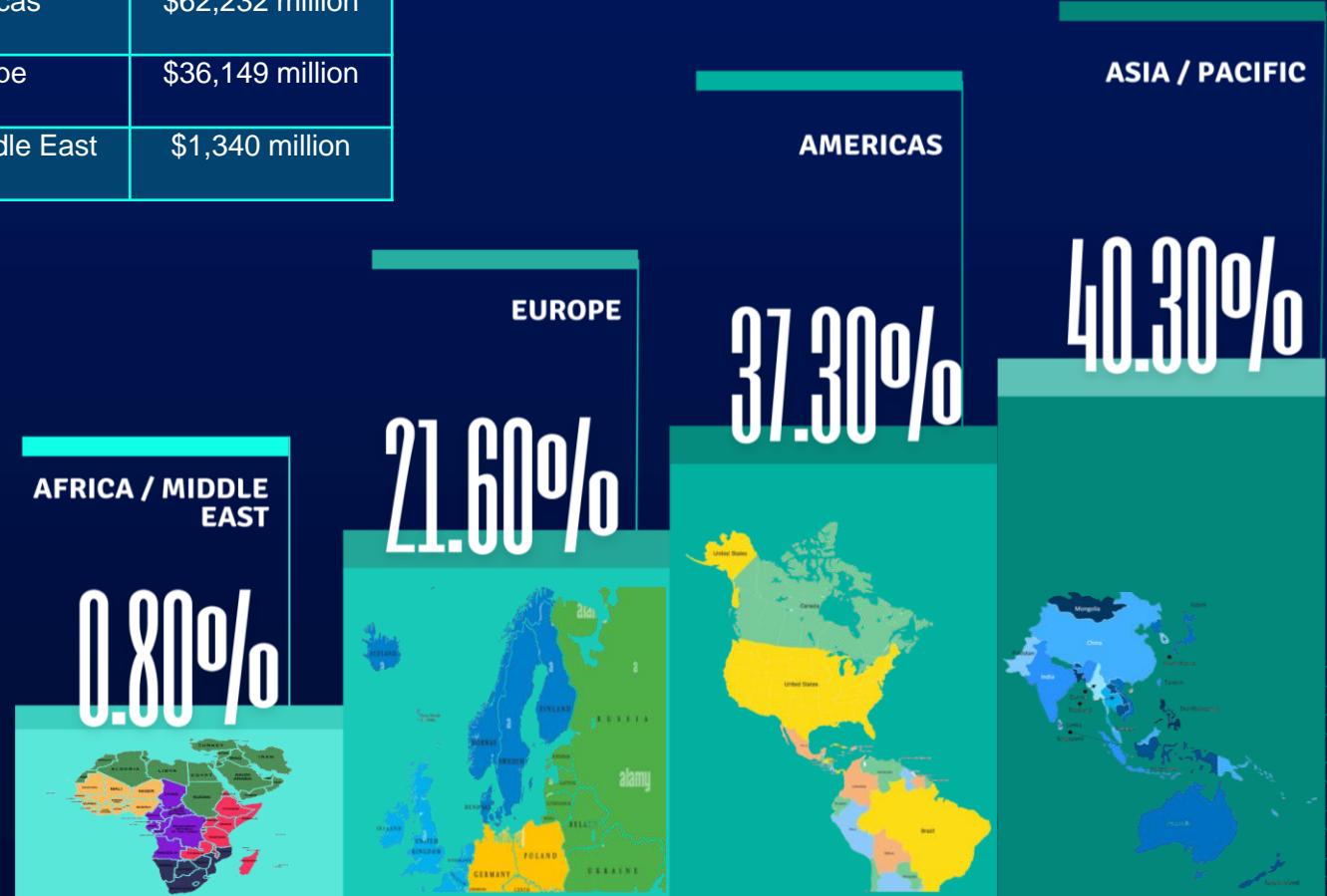


# TOP 10 GLOBAL DIRECT SELLING MARKETS

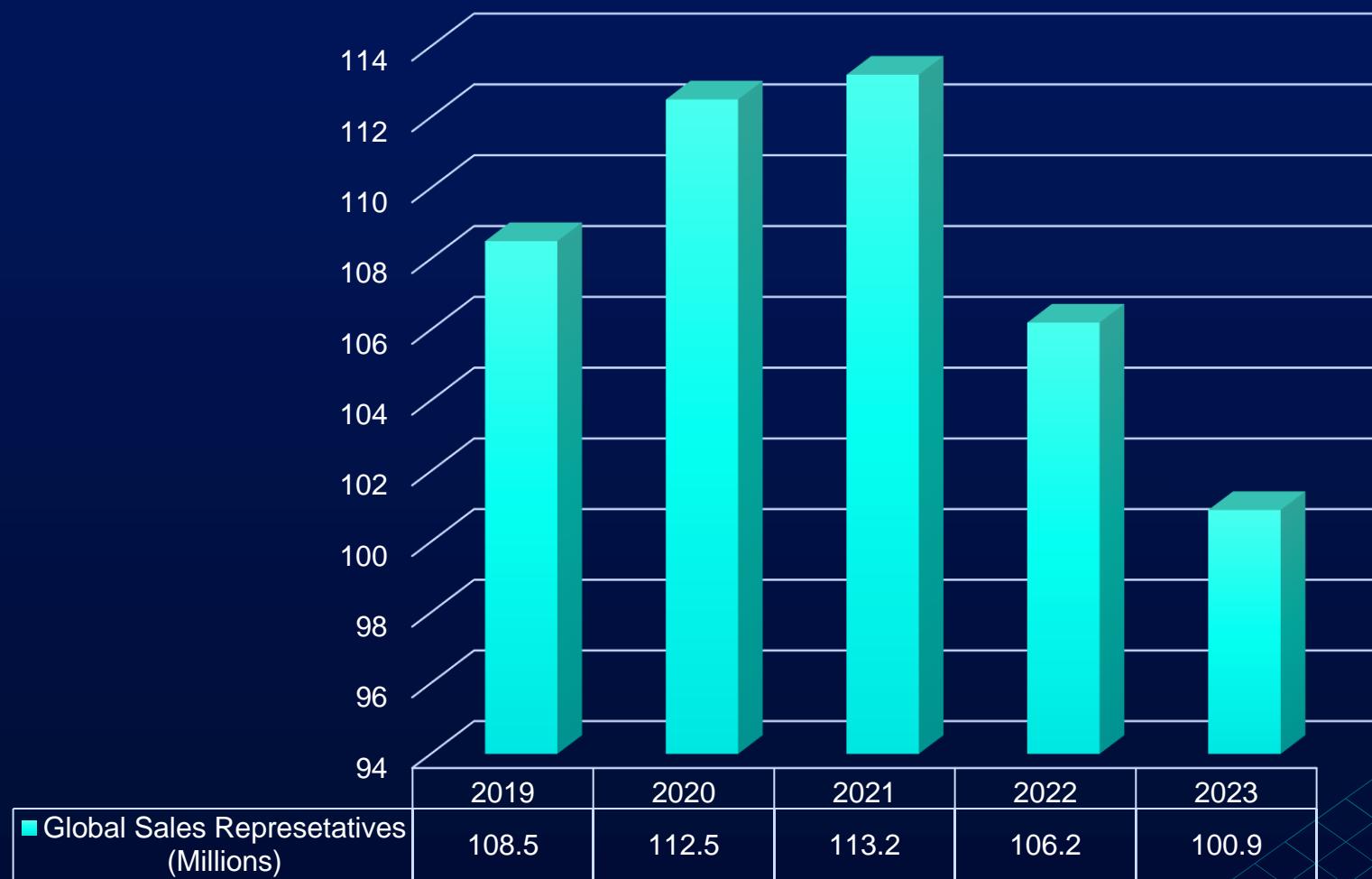


# GLOBAL DIRECT SELLING MARKET SHARE

1 <sup>st</sup> Rank	Asia-Pacific	\$67,573 million
2 <sup>nd</sup> Rank	Americas	\$62,232 million
3 <sup>rd</sup> Rank	Europe	\$36,149 million
4 <sup>th</sup> Rank	Africa/Middle East	\$1,340 million

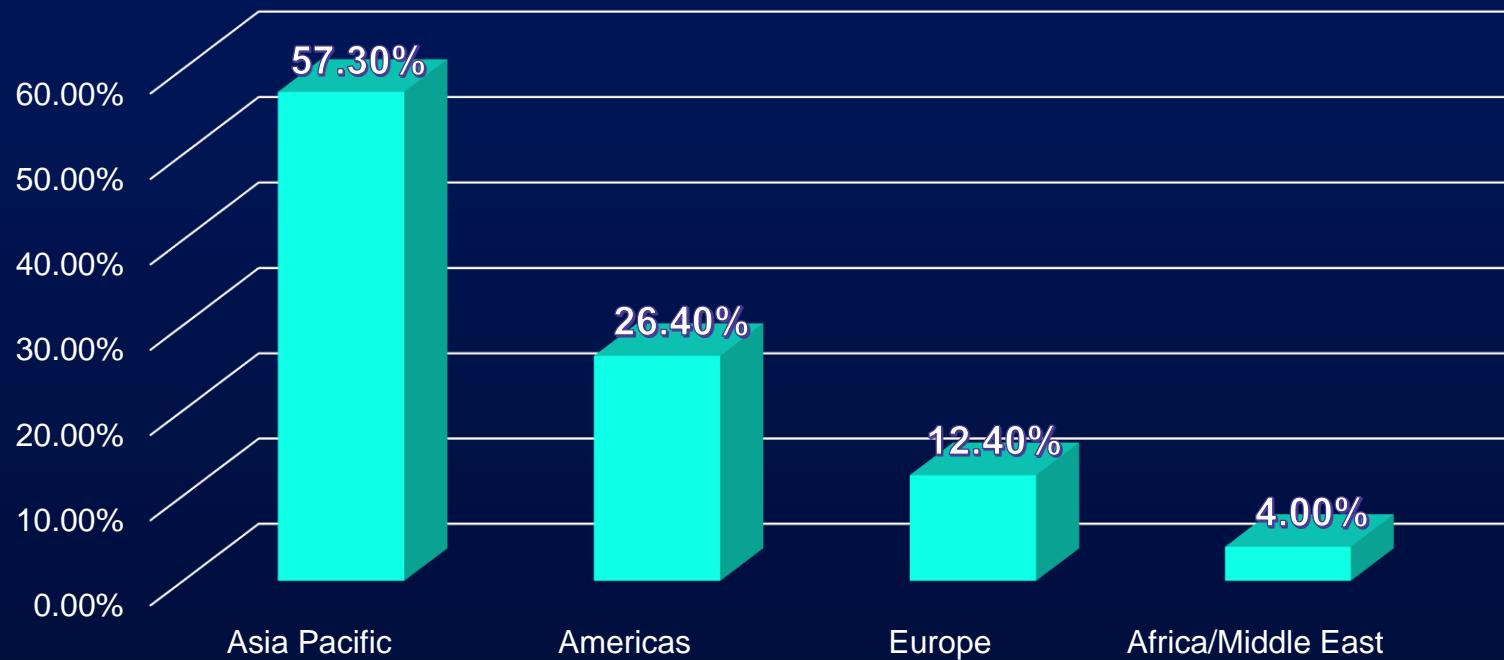


# GLOBAL SALESFORCE (2019-2023)



# REGION WISE GLOBAL DIRECT SELLING REPRESENTATIVES - 2023

2023 Share of Representatives



**Asia-Pacific region accounted for 59.0 million representatives, making up 57.3% of the global sales force and followed by the Americas with 27.1 million representatives. (26.4%), Europe with 12.7 million (12.4%), and Africa/Middle East with 4.1 million (4.0%).**

# GLOBAL ACTIVE DIRECT SELLERS BY AGE



Nearly half (48.7%) of independent representatives aged 35 to 54



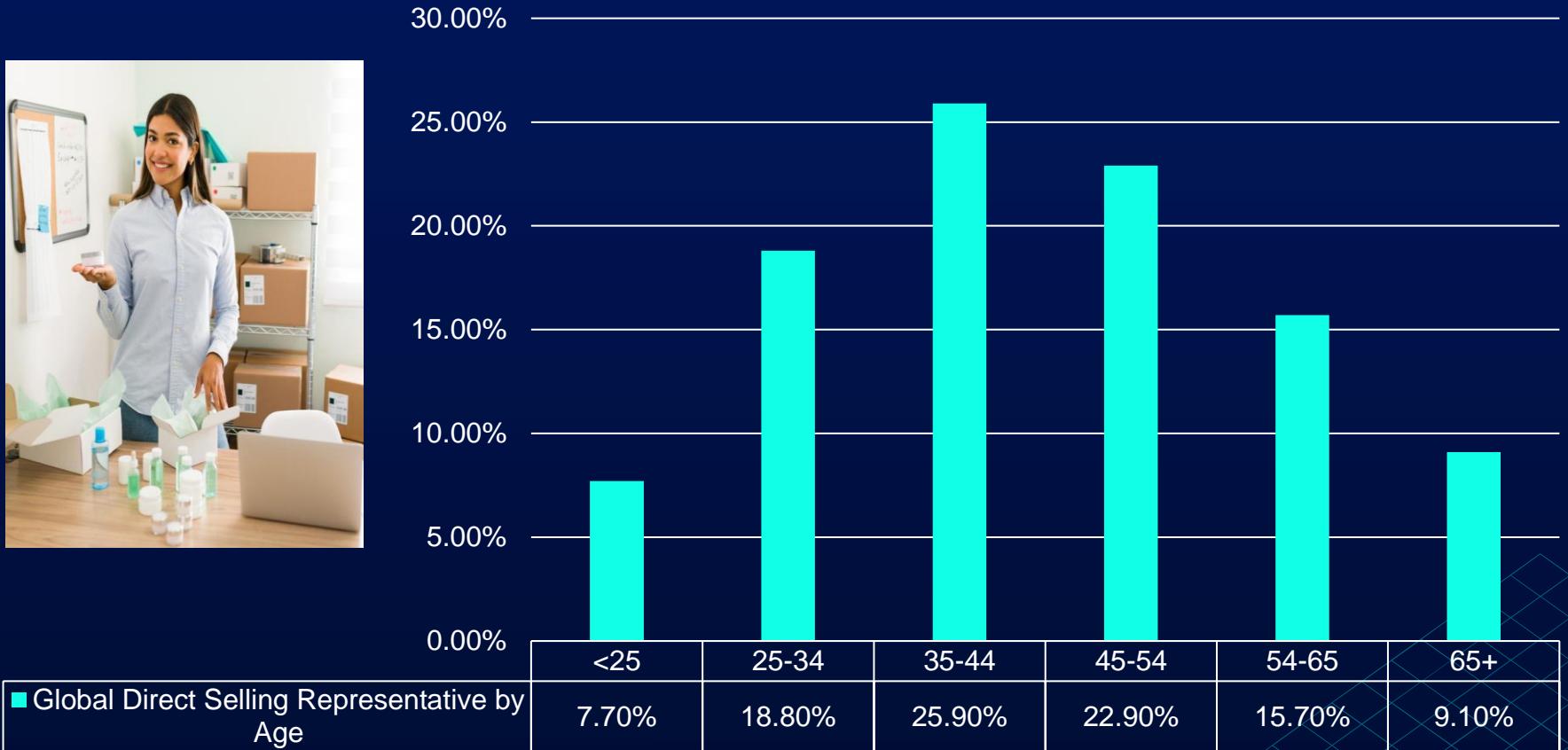
25.9% are 34 years or younger



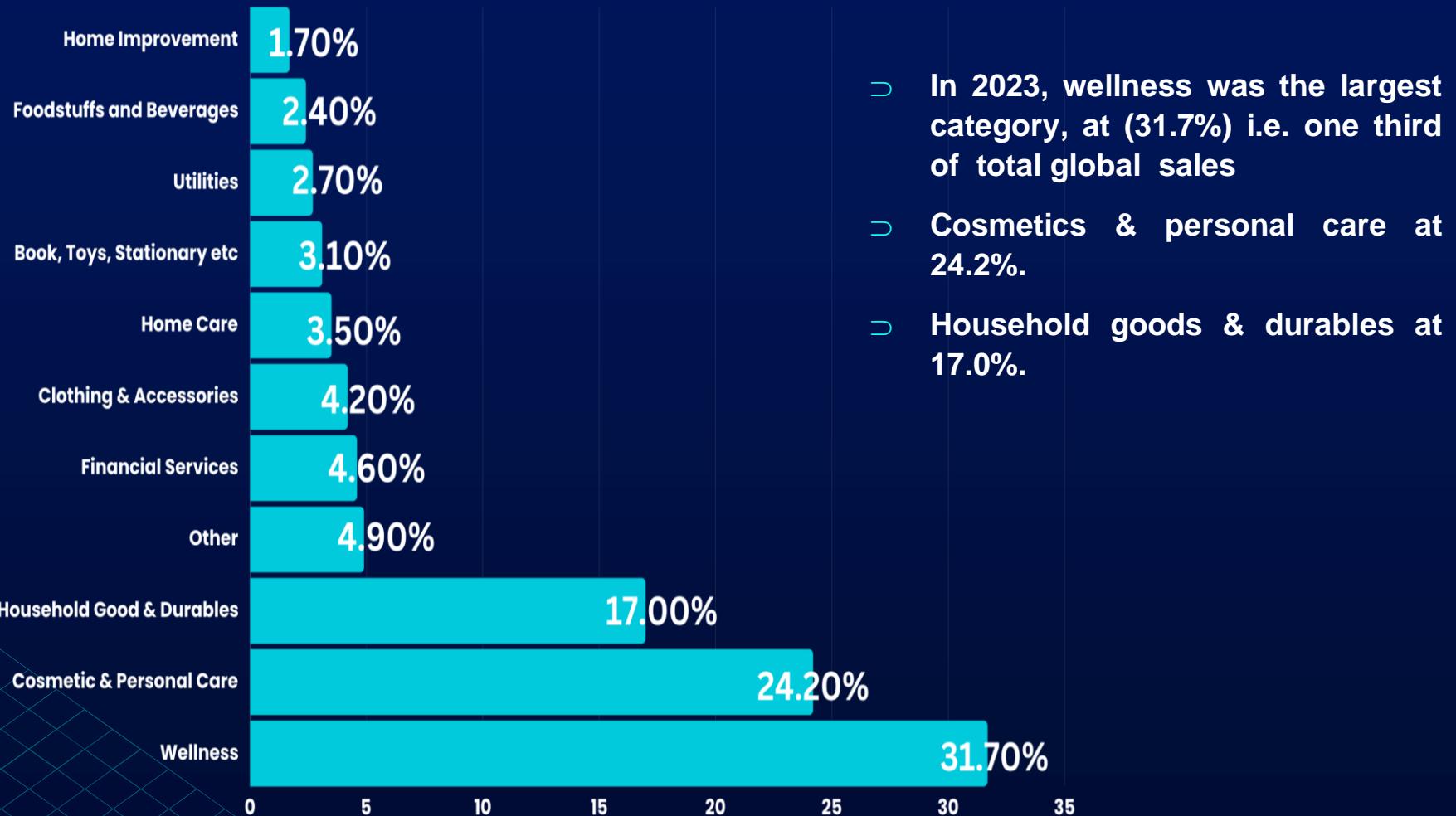
24.8% are over 54 years

**Global Direct Selling Industry Attracting Mature and Experienced Workforce to its Sales Force**

# GLOBAL ACTIVE DIRECT SELLERS BY AGE



# GLOBAL SALES BY PRODUCT CATEGORY



# TOP DIRECT SELLING MARKETS EXCEEDING \$1 BILLION USD

RANK	MARKET	2023 RETAIL SALES IN USD (MILLIONS)	3-YEAR CAGR (2023 CONSTANT USD)
1	UNITED STATES	\$36,660	-2.9%
2	GERMANY	\$19,761	5.1%
3	KOREA	\$16,298	0.5%
4	CHINA	\$15,043	-7.0%
5	JAPAN	\$10,630	-3.2%
6	MALAYSIA	\$9,503	8.1%
7	BRAZIL	\$7,962	-2.0%
8	MEXICO	\$6,874	2.5%
9	FRANCE	\$4,706	-1.0%
10	TAIWAN	\$4,530	2.3%
11	INDIA	\$3,435	8.3%
12	ITALY	\$2,959	3.3%
13	CANADA	\$2,352	-8.5%
14	COLOMBIA	\$2,312	10.8%
15	THAILAND	\$21,61	-6.6%
16	PERU	\$2,129	6.2%
17	ARGENTINA	\$1,778	72.0%
18	INDONESIA	\$1,281	-6.0%
19	RUSSIA	\$1,266	-11.7%
20	UNITED KINGDOM	\$1,130	3.4%
21	POLAND	\$1,094	1.0%



## Germany

Rose from 3rd Position to 2nd Position Achieving a 5.1% CAGR Growth and Sales Turnover of \$19,761 million

## Poland

Rose to 21st Position With a 1.0% CAGR Growth and Sales Turnover of \$1094 million

## India

Advanced from 15th Position to 11th Position Recording a 8.3% CAGR Growth and Sales Turnover of \$3435 million



## Korea

Dropped from 2nd Position to 3rd Position With a 0.1% CAGR Growth and a Sales Turnover of \$16,298 million

## Russia

Fell from 18th Position to 19th Position Experiencing an -11.7% CAGR decline and a Sales Turnover of \$1,266 million

## Australia

Annual Sales have fallen below \$1 billion Experiencing a -35.8% CAGR decline and a Sales Turnover of \$747 million

# INDIAN DIRECT SELLING INDUSTRY



▷	Indian Direct Selling Industry in FY 2022-23
▷	Top States for Direct Selling in India FY 2022-23
▷	Top 10 States For Direct Selling in India (FY 2022-23)
▷	Breakdown of Regional Sales Indian Direct Selling Industry (FY 2022-23)
▷	Indian Direct Selling Industry in FY 2022-23
<b>Indian Direct Selling Industry – Historical Data</b>	
▷	Indian Direct Selling Industry Growth (2006-07 – Till Date)
▷	Indian Direct Selling Turnover (2006-07 – Till Date)
▷	Number of Distributors (FY 2006-07 – Till Date)
▷	Gender Distribution Indian Direct Selling Industry (2008-09 – 2022-23)
▷	Health and Wellness (2010-11 – Till Date)

# INDIAN DIRECT SELLING INDUSTRY FY 2022-23

**India's Direct Selling Industry Achieved Over 12% Growth.**

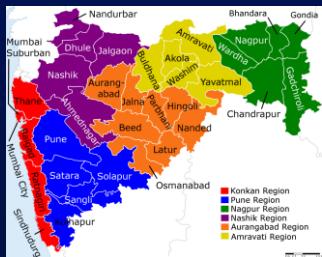
**The Total Industry Turnover Reached Rs 21,282 Crore In 2022–23.**

**Wellness & Nutraceutical Products had a Market Share of 73.5%  
Cosmetics and Personal Care Accounted for 11.3%**

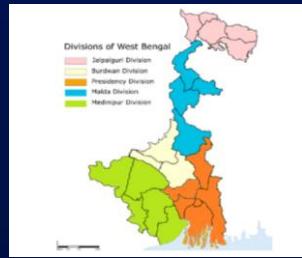
**The Industry saw a 4-year CAGR of 8.3%, With Active Direct  
Sellers Rising to Approximately 8.6 Million, Up From 8.4 Million in  
2021–22.**

# TOP STATES FOR DIRECT SELLING IN INDIA FY 2022-23

According to a survey by the Industry, Maharashtra was the top state for direct selling revenue in India in 2022-23, with 12% of the industry's turnover, followed by West Bengal and Uttar Pradesh with 10% each.



Maharashtra  
Ranking 1st  
Turnover 12%



West Bengal  
Ranking 2nd  
Turnover 10%



Uttar Pradesh  
Ranking 3rd  
Turnover 10%

# TOP 10 STATES FOR DIRECT SELLING IN INDIA FY 2022-23



# Maharashtra

## 1st Rank

## West Bengal 2nd Rank

## Uttar Pradesh 3rd Rank

## Bihar 4th Rank

## Karnataka 5th Rank



**Odisha  
6th Rank**

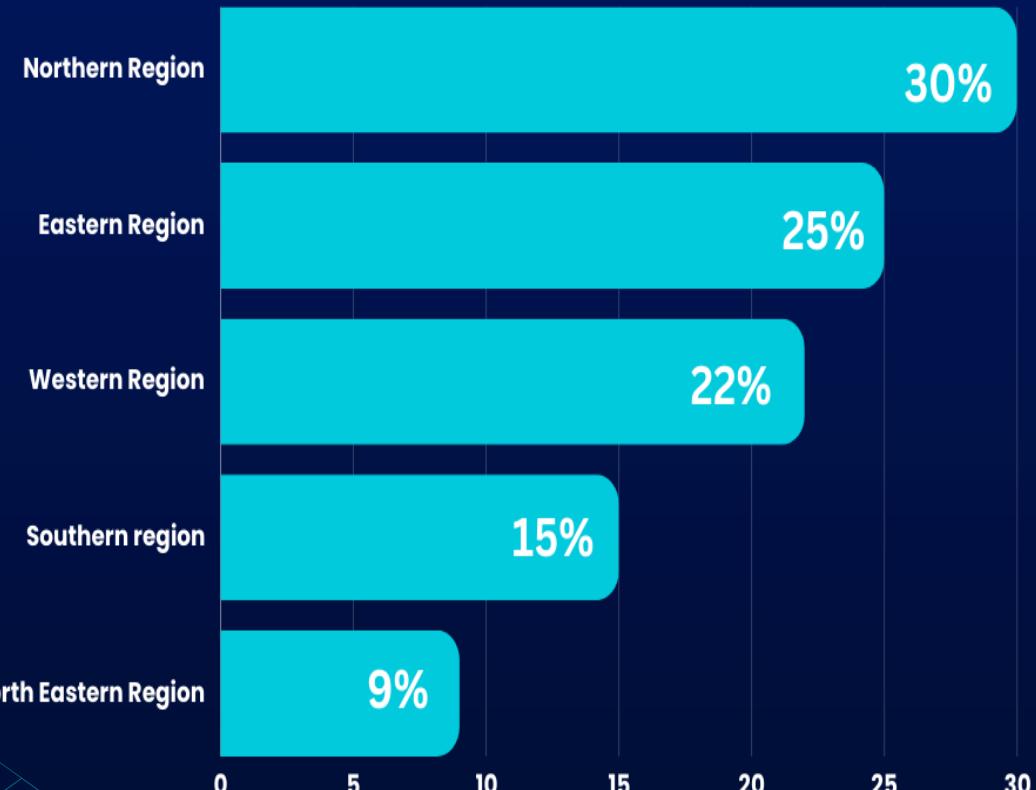
**Haryana  
7th Rank**

**Gujarat  
8th Rank**

## Assam 9th Rank

Delhi  
10th Rank

# REGIONWISE SALES INDIAN DIRECT SELLING INDUSTRY FY 2022-23

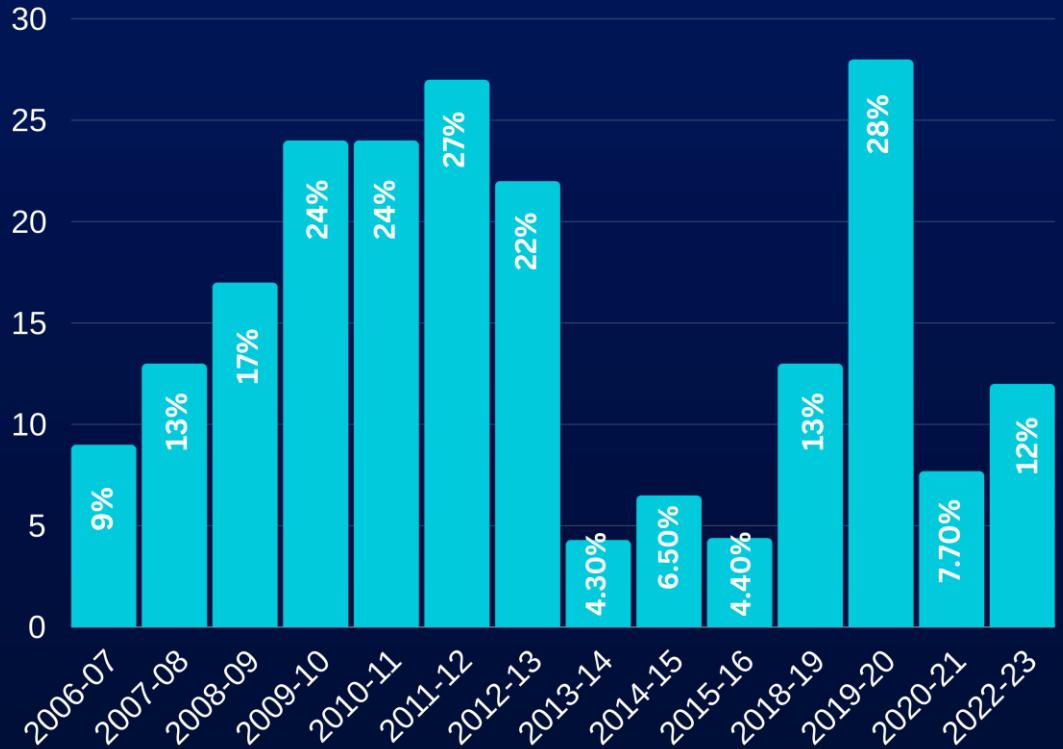


- ▷ NORTHERN REGION: The top contributor to total sales, holding a 30% share in 2021-22, with Uttar Pradesh leading by contributing 10.1% of the national turnover.
- ▷ EASTERN REGION: The second-largest contributor, representing 25% of total sales, with West Bengal accounting for 10.4% of the national turnover.
- ▷ WESTERN REGION: Contributed 22% to the direct selling market during 2021-22.
- ▷ SOUTHERN REGION: Accounted for 15% of total gross sales in 2021-22.
- ▷ North-Eastern Region: Provided 8% of total gross sales in 2021-22.



# INDIAN DIRECT SELLING INDUSTRY HISTORICAL DATA

# INDIAN DIRECT SELLING INDUSTRY GROWTH (2006-07 – TILL DATE)



Indian Direct Selling Industry's growth curves can be divided in three phases

## 1<sup>st</sup> Phase F.Y 2006-07 – F.Y 2012-13

During this Phase , Industry experienced steady growth consistently, with growth peaking at 27% in F.Y 2011-12

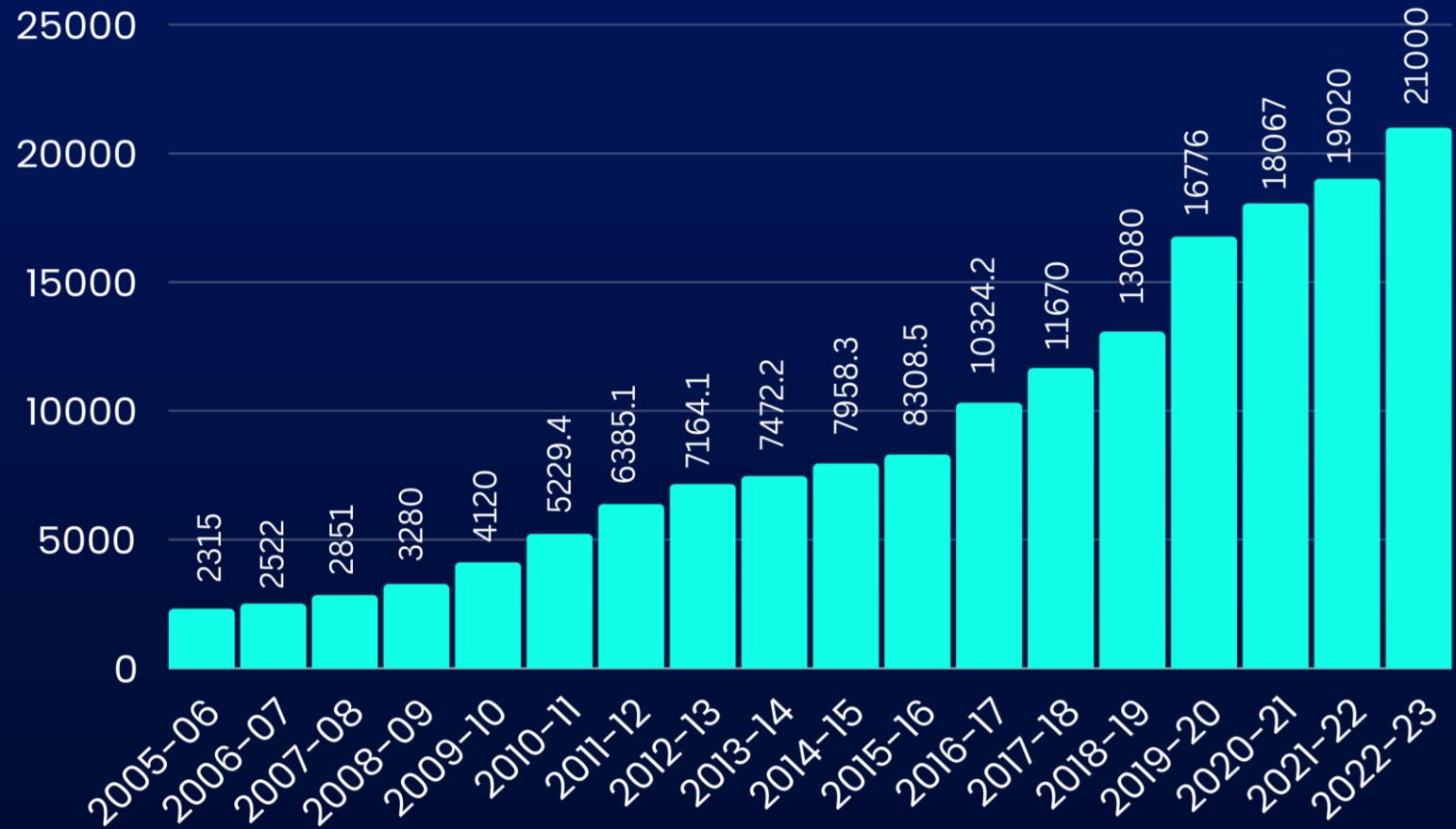
## 2<sup>nd</sup> Phase F.Y 2013-14 – F.Y 2015-16

During this Phase, Industry experienced a slump, with growth touching diving down to 4.30% in F.Y 2013-14

## 3<sup>rd</sup> Phase F.Y 2018-19 – F.Y 2022-23

During this Phase, Industry experienced recovery with Growth Rate reaching at 13% in F.Y 2018-19 and scaling its highest growth rate of 28% in F.Y 2019-20

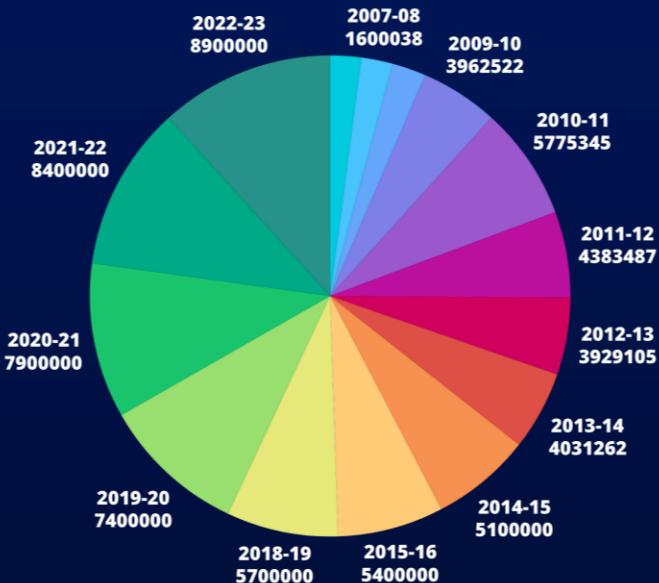
# INDIAN DIRECT SELLING TURNOVER (2006-07 – TILL DATE)



# NUMBER OF DISTRIBUTORS (FY 2006-07 to FY 2022-23)

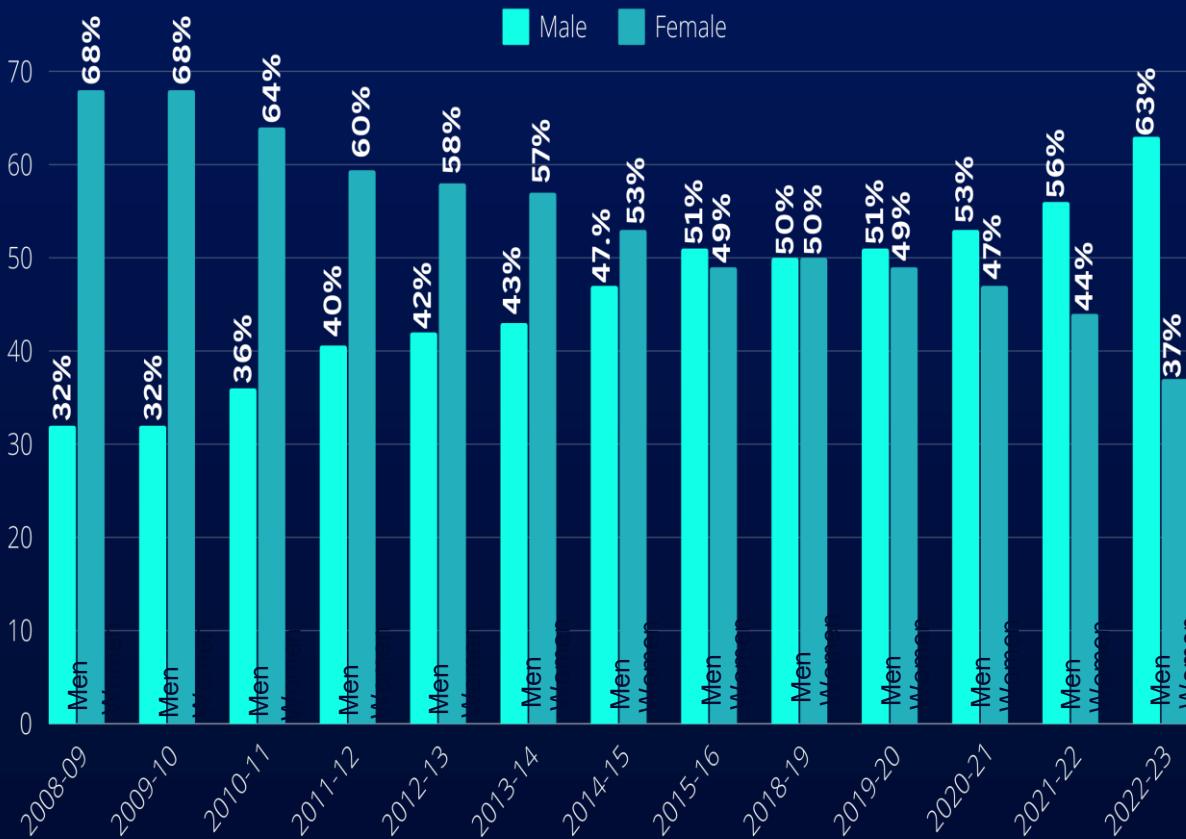
## Active Distributors

FY 2006-07	1578367
FY 2007-08	1600038
FY 2008-09	1730000
FY 2009-10	3962522
FY 2010-11	5775345
FY 2011-12	4383487
FY 2012-13	3929105
FY 2013-14	4031262
FY 2014-15	5100000
FY 2015-16	5400000
FY 2018-19	5700000
FY 2019-20	7400000
FY 2020-21	7900000
FY 2021-22	8400000
FY 2022-23	8900000



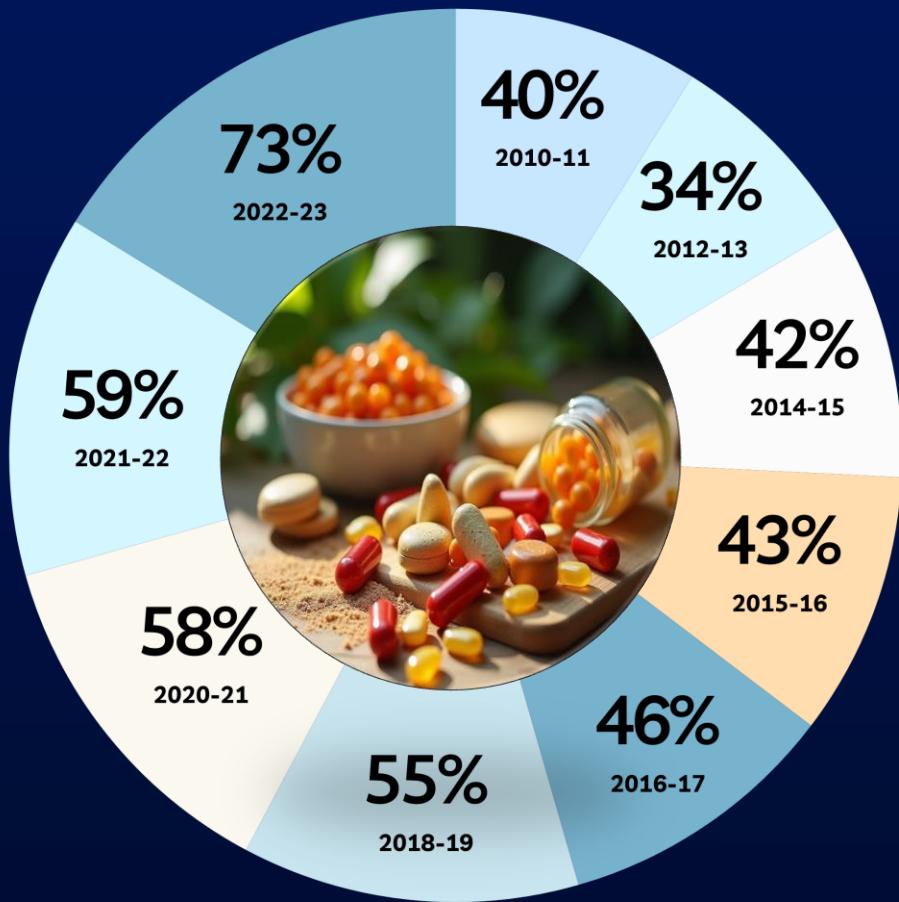
- Over the past 18 years since FY 2006-07, the number of active direct sellers in the Indian direct selling industry has grown by approximately 600% from a base of 1,578,367 in 2006-07.
- Currently, the active direct seller base has increased to around 900% at 86 Approximately Lakhs.

# GENDER DISTRIBUTION INDIAN DIRECT SELLING INDUSTRY (2008-9 – 2022-23)



- Traditionally, the Indian direct selling industry has been dominated by women, due to its product offerings and Marketing Plans designed to encourage their participation.
- In FY 2008-09, women made up 68% of the industry.
- However, recent years have seen a rise in men participation. By FY 2022-23, men accounted for 63% of the industry, with women comprising 37%.

# HEALTH AND WELLNESS (2010-11 – TILL DATE)



- Within product categories, wellness products have shown steady growth since FY 2010-11, when they held a 40% share.
- By FY 2022-23, wellness products accounted for 73% of the Indian direct selling industry.

# COSMETICS AND PERSONAL CARE (2010 – TILL DATE)



- ➡ The cosmetics and personal care product category has been on a downward trend since FY 2010-11, when it held a 32% sales share.
- ➡ By FY 2022-23, its share had decreased to 11%.



# DIRECT SELLING IN ASIA PACIFIC



Asia Pacific Annual Retail Sales in USD (Millions)



Market Performance Asia Pacific (2019-2023)



Asia Pacific – Regional Sales (Millions)



Gender Distribution (Male/Female Direct Sellers) – Asia Pacific



Share of Product Categories – Asia Pacific



AUSTRALIA



TAIWAN



SINGAPORE



KAZAKHSTAN



NEW ZEALAND



VIETNAM



PHILIPINES



INDONESIA



THAILAND



INDIA



HONG KONG



MALAYSIA



JAPAN



CHINA



SOUTH KOREA



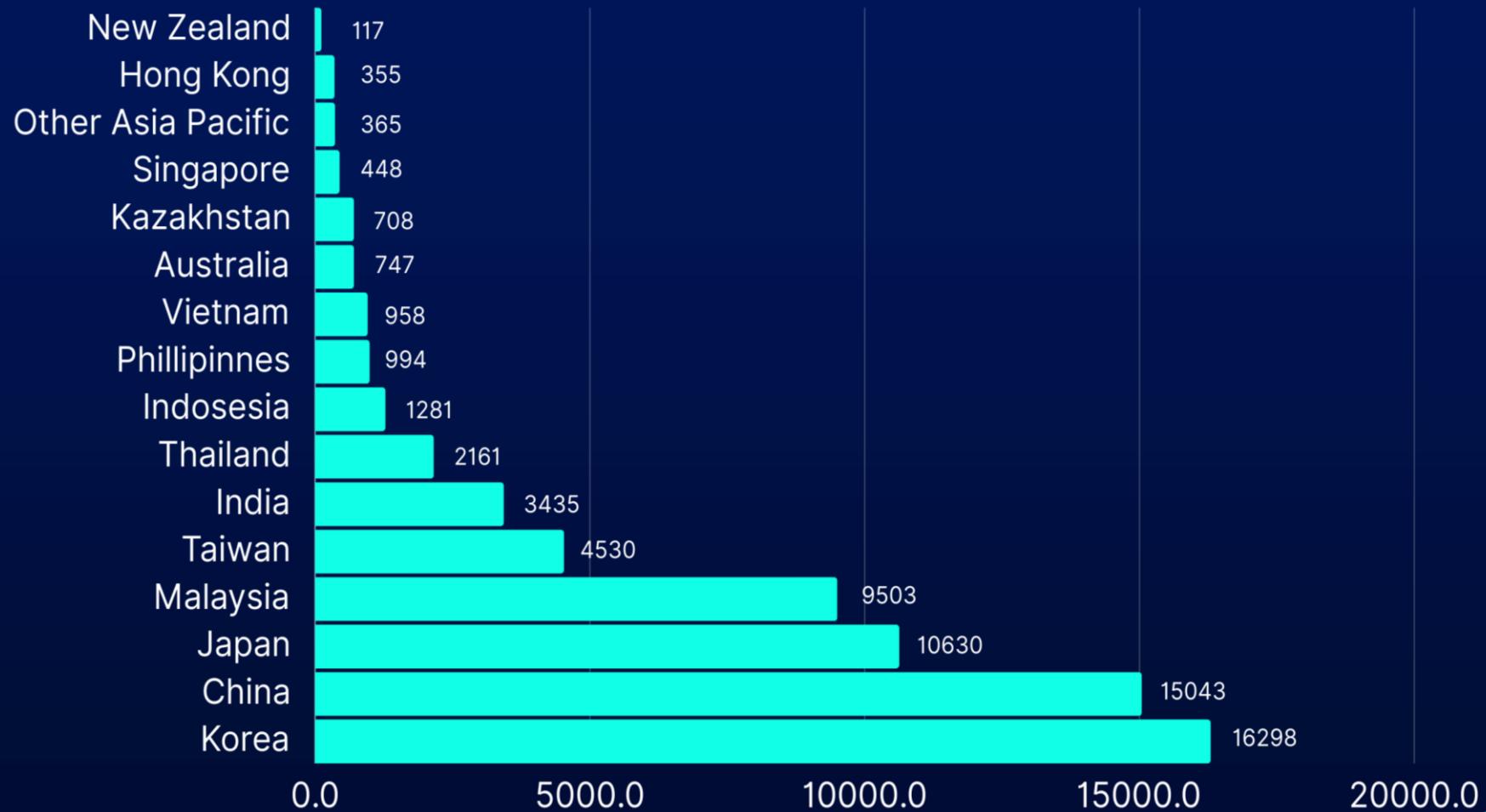
# DIRECT SELLING IN ASIA PACIFIC

Sales Turnover \$67.5 Billion in Retail Sale

Representing 48.7% of Global Retail Sales

Active Direct Sellers – 58,980,741

# ASIA PACIFIC ANNUAL RETAIL SALES IN USD (MILLIONS)





**Sales Up**



**Sales Dip**

## **Malaysia**

Recorded +8.1% CAGR Growth  
Achieved Sales Turnover of  
\$9503 million

## **Taiwan**

Recorded +2.3% CAGR Growth  
Achieved Sales Turnover of  
\$4530 million

## **Kazakhstan**

Recorded +30.4% CAGR Growth  
Achieved Sales Turnover of \$708  
million

## **Japan**

Experienced -3.2% CAGR Decline  
and -2.2% Annual Growth with a  
Turnover of \$4530 million

## **Thailand**

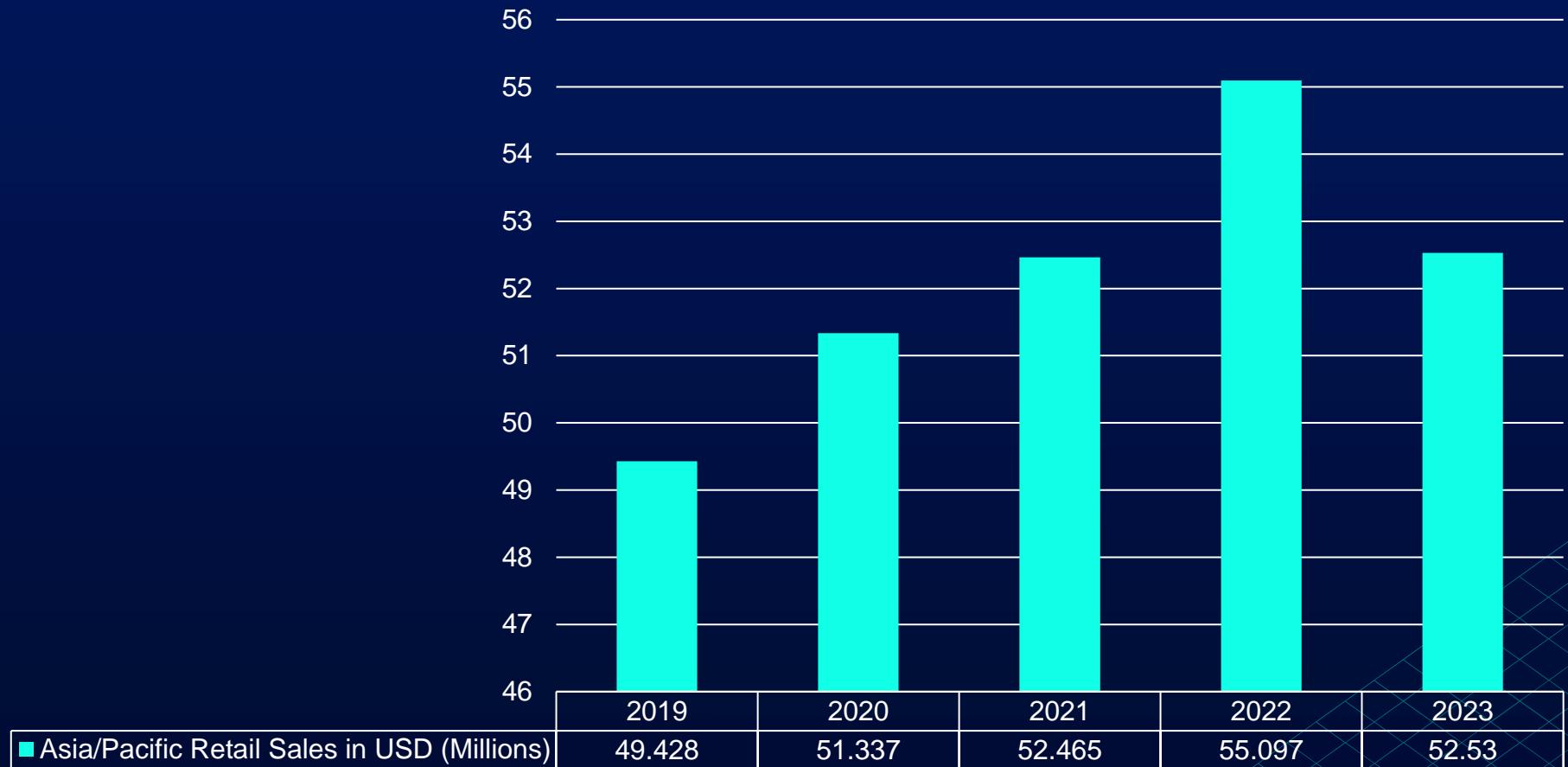
Experienced -6.0% CAGR Decline  
and -6.0 Annual Growth with a  
Turnover of \$2161 million

## **Indonesia**

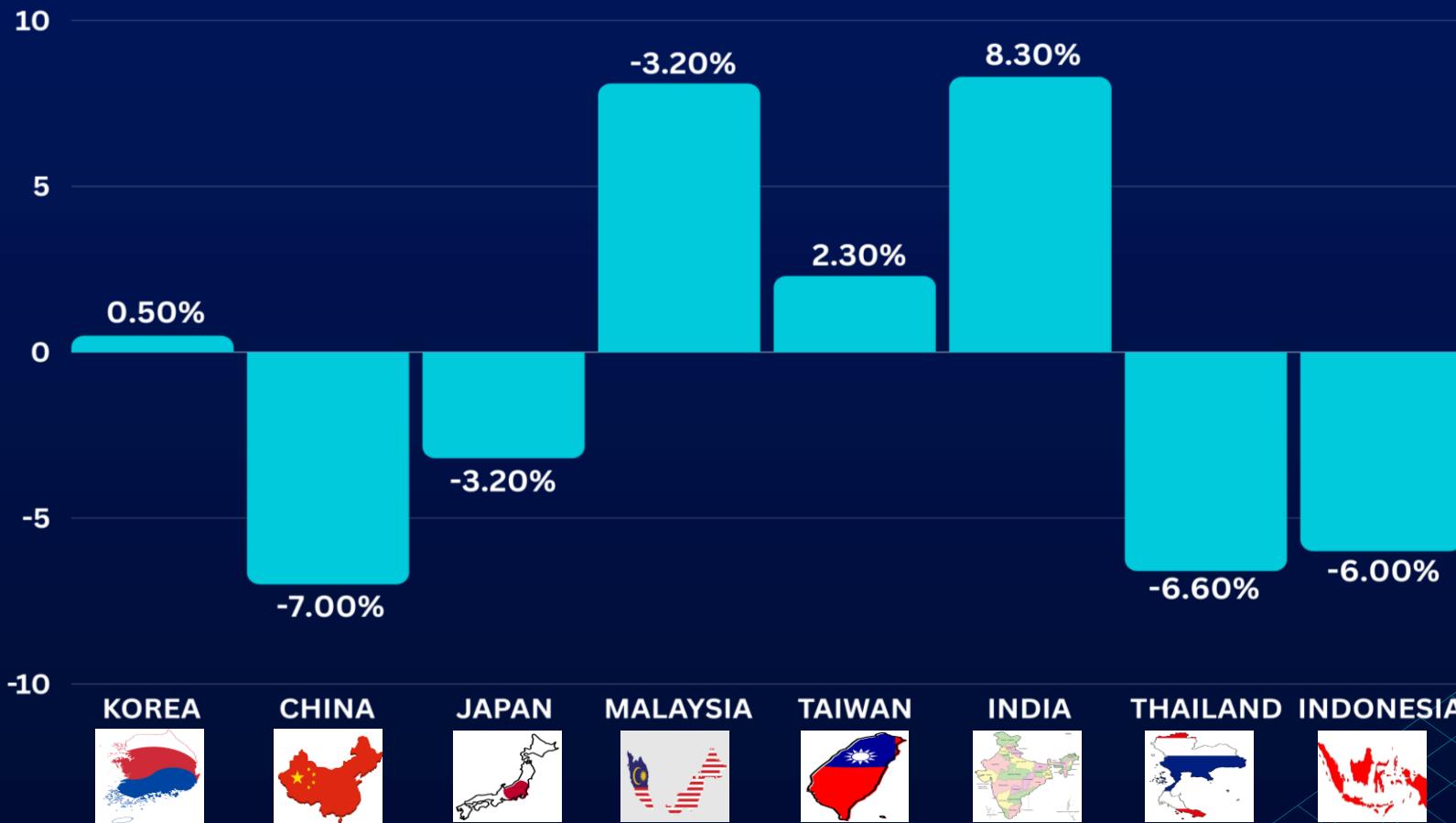
Experienced -6.0% CAGR Decline  
and -10.6% Annual Growth with a  
Turnover \$1281 million

# MARKET PERFORMANCE ASIA PACIFIC (2019-2023)

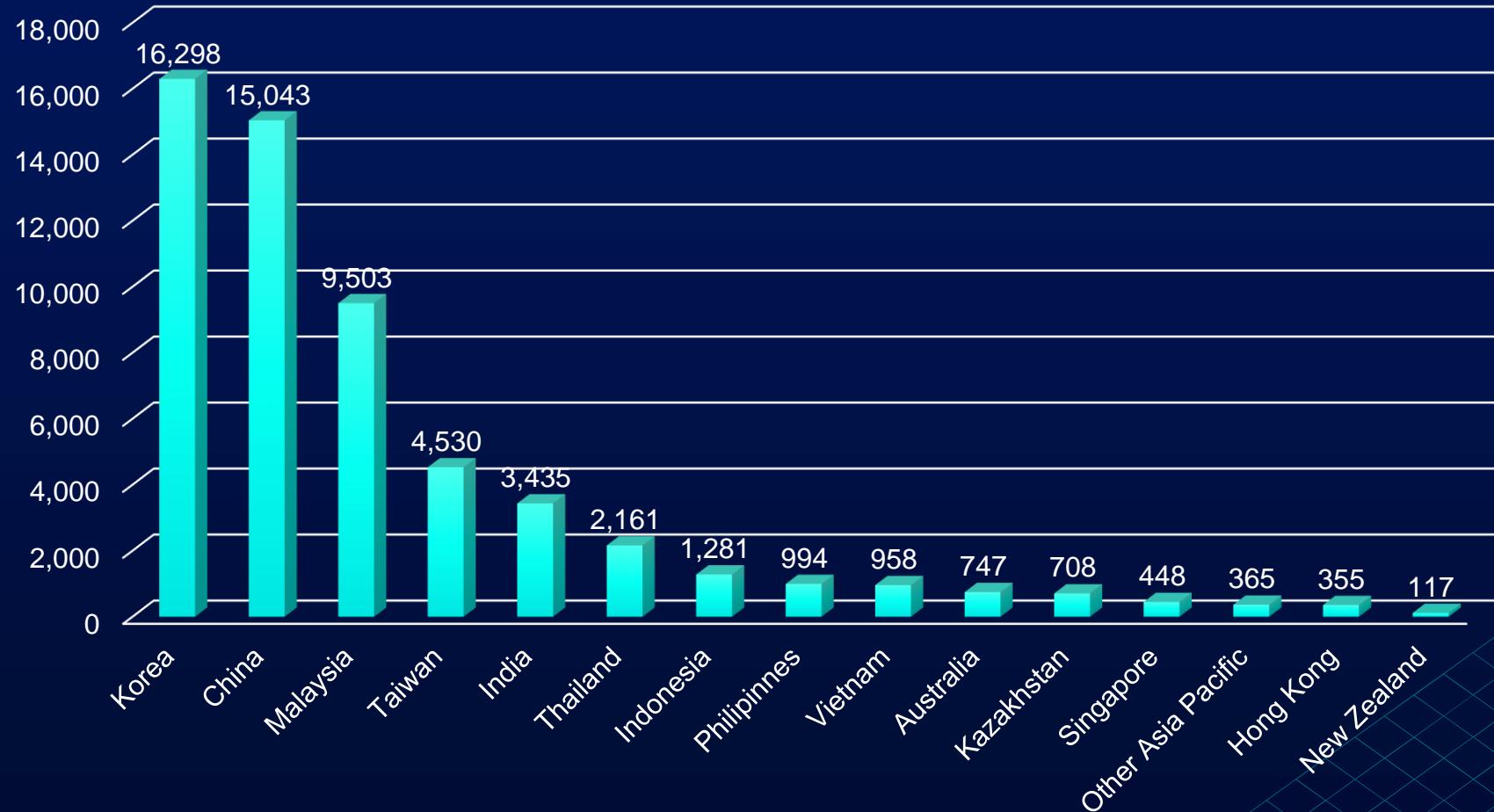
Asia/Pacific Retail Sales in USD (Millions)



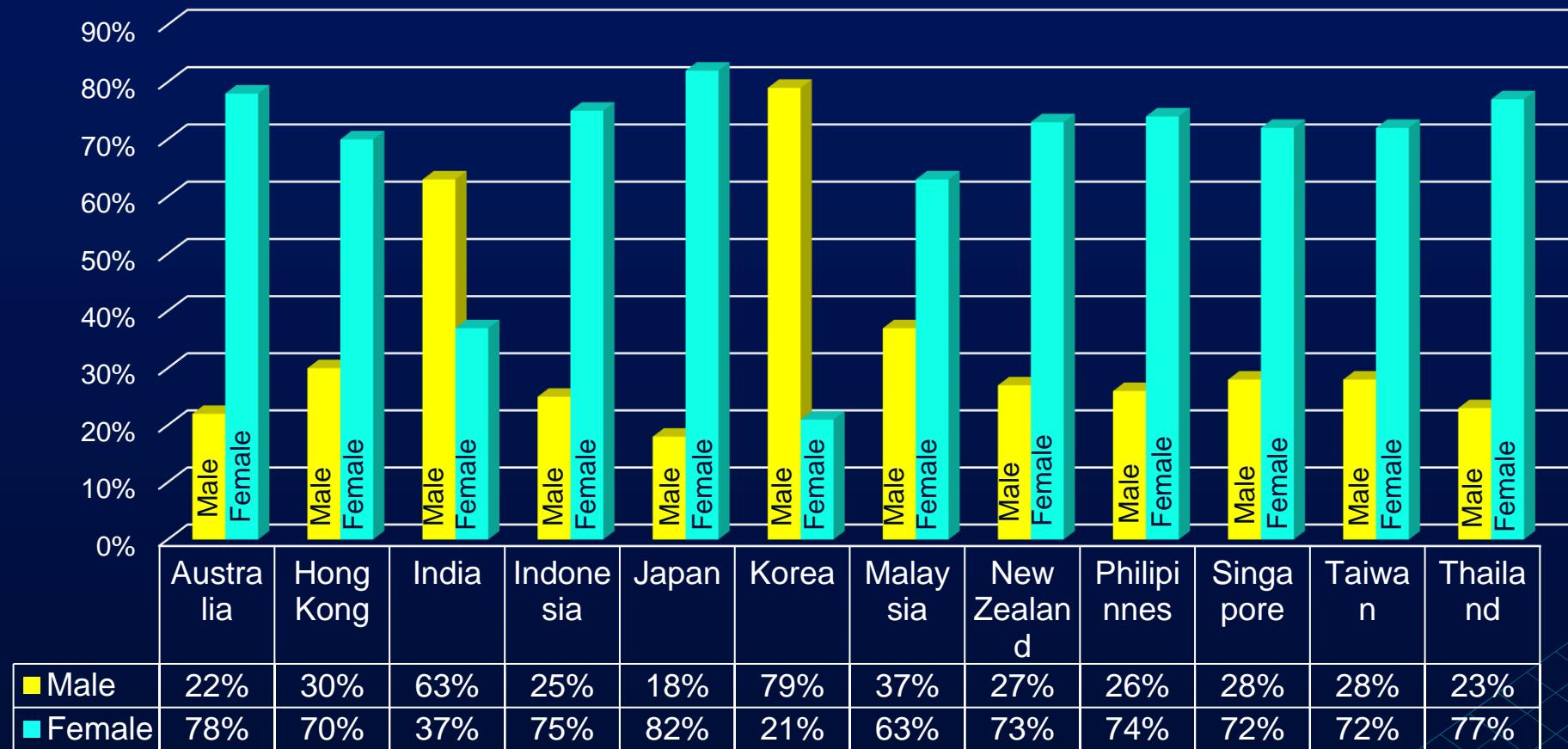
# ASIA PACIFIC TOP MARKET COMPOUNDED ANNUAL GROWTH RATE (CAGR) PERFORMANCE



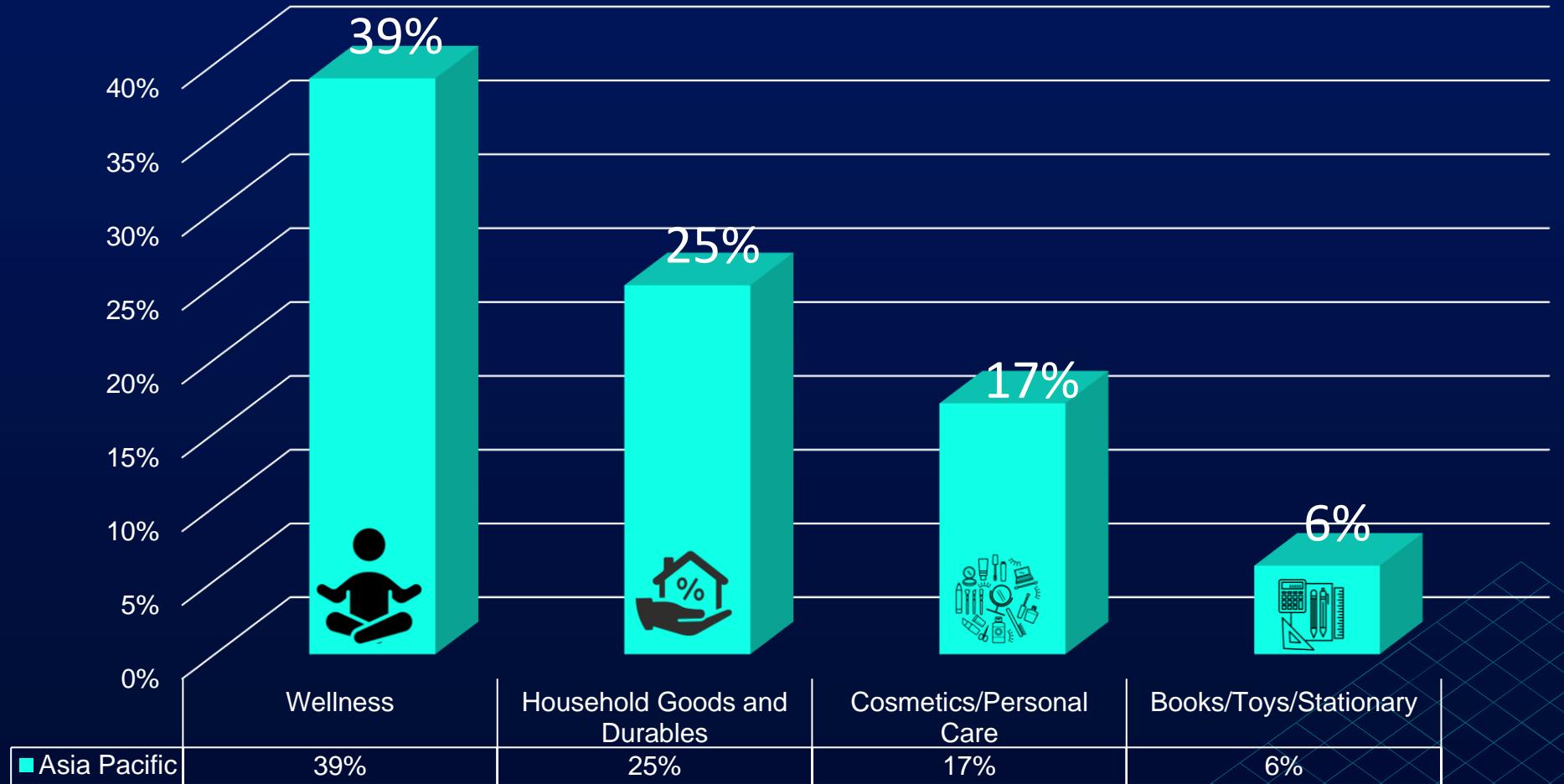
# ASIA PACIFIC – REGIONAL SALES (MILLIONS)



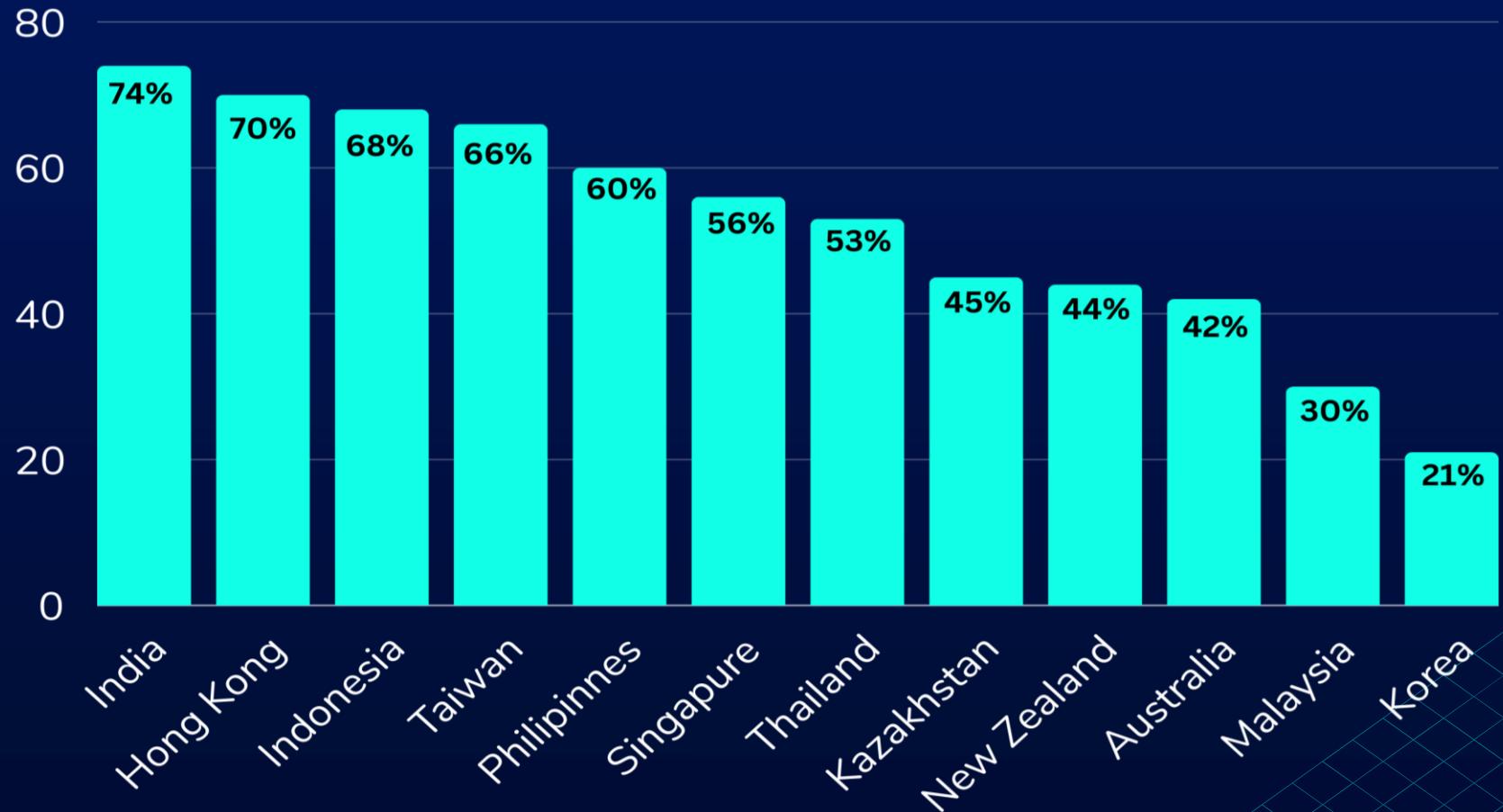
# GENDER DISTRIBUTION ASIA PACIFIC DIRECT SELLERS



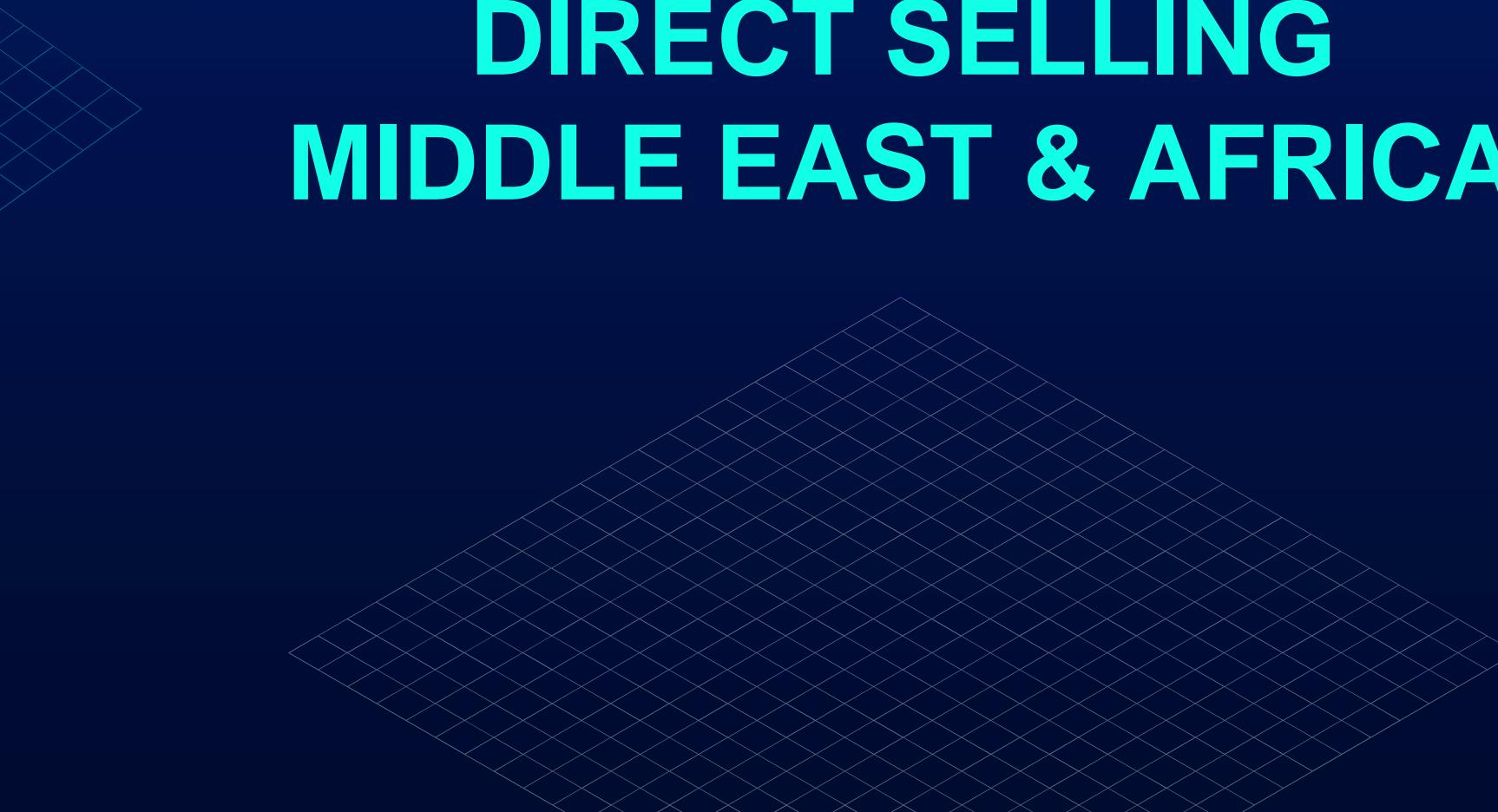
# SHARE OF PRODUCT CATEGORIES ASIA PACIFIC



# SHARE OF WELLNESS PRODUCT BY COUNTRY ASIA PACIFIC - 2023



# **DIRECT SELLING MIDDLE EAST & AFRICA**



# DIRECT SELLING IN MIDDLE EAST

Middle East has a total of 1,177,707 Active Direct Sellers

2023 SALES		2023 INDIVIDUALS ACTIVE IN DIRECT SELLING		
		LOCAL CURRENCY (MILLIONS)	USD (MILLIONS)	NUMBER
ISRAEL		227	62	15840
UNITED ARAB EMIRATES		110	30	938400
OTHER MIDDLE EAST			174	1177707

# Direct Selling Business Prospects in Middle East

## Advantage Middle East

The Middle East, home to 381 million people, is the fastest-growing economic bloc globally.

While traditionally reliant on oil and natural gas, the region has seen transformative economic reforms in nations such as Bahrain, UAE, Qatar, and Saudi Arabia.

The UAE has demonstrated exceptional growth in its non-oil sectors.

Bahrain's economic performance exceeds both regional and global averages.

Saudi Arabia stands as one of the top 20 economies in the world, showcasing the region's evolving economic landscape.



# DIRECT SELLING IN AFRICA

Africa has a total of 2,900,738 Active Direct Sellers

2023 SALES			2023 INDIVIDUALS ACTIVE IN DIRECT SELLING	
	LOCAL CURRENCY (MILLIONS)	USD (MILLIONS)	NUMBER	% OF WOMEN
MOROCCO 	868	86	182874	NA
SOUTH AFRICA 	8075	438	792260	87%
OTHER AFRICA 	NA	643	1925604	NA

# DIRECT SELLING IN EUROPE

Europe Direct Selling Market Analysis

Performing Direct Selling Markets - Europe

Direct Selling in Europe: 2023 Retail Sales

Gender Distribution – European Union (Male/Female)

Rest of Europe

Gender Distribution – (Male/Female) – Rest of Europe

European Union – Product Category

Share in Wellness Products by Country in Europe

# DIRECT SELLING IN EUROPE

European Union

27 Countries

Total Retail Sales

29712 Million (Euro)

Active Direct Sellers

5291917

Women Direct  
Sellers

78%

Rest of Europe

7 Countries

Total Retail Sales

33940 Million (Euro)

Active Direct  
Sellers

14465636

Women Direct  
Sellers

73%



RUSSIA



TURKEY



UK



UKRAINE



NORWAY



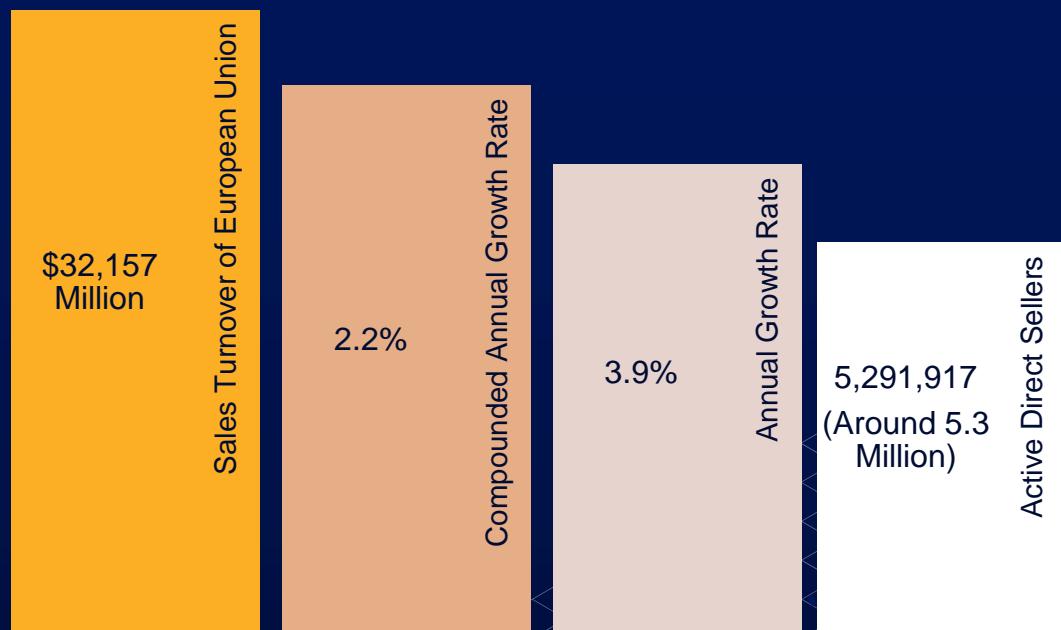
SWITZERLAND



KAZAKHSTAN



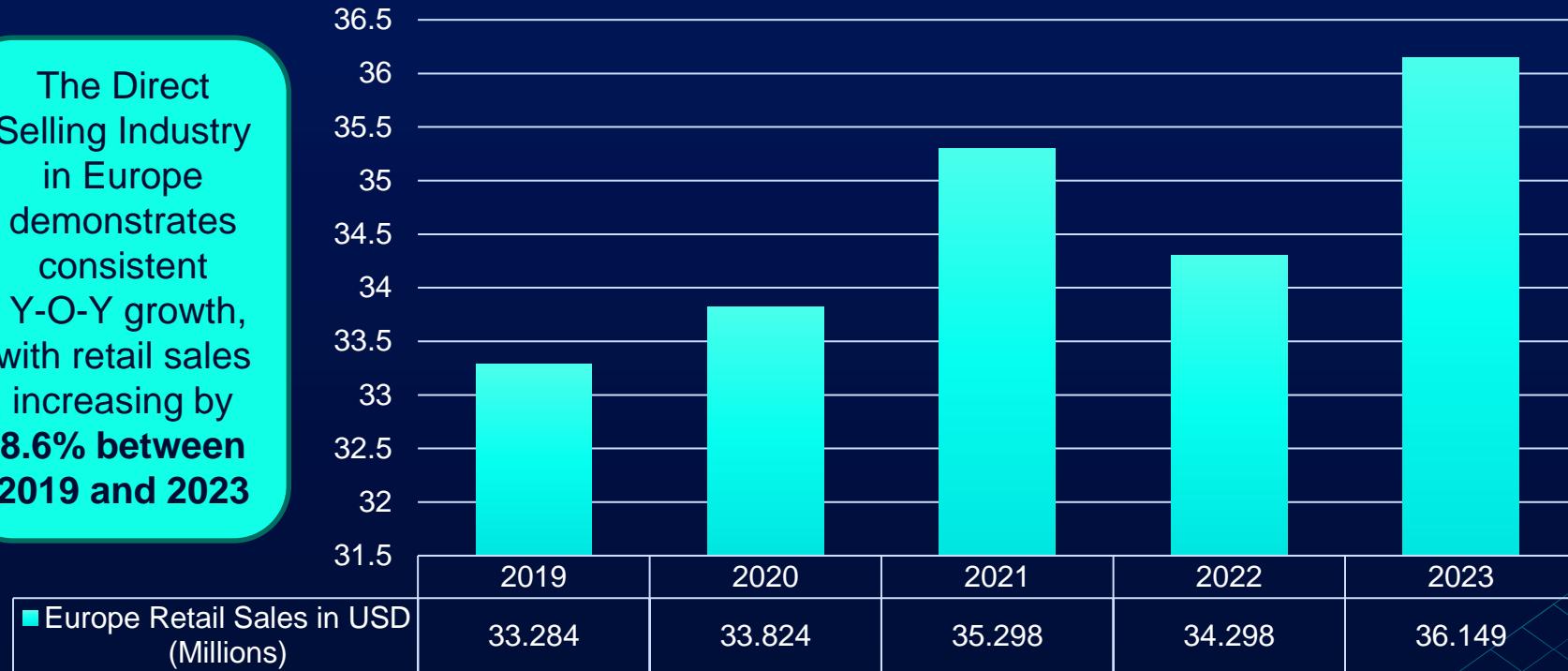
# DIRECT SELLING IN EUROPE



# EUROPE DIRECT SELLING MARKET ANALYSIS

## Europe Retail Sales in USD (Millions)

The Direct Selling Industry in Europe demonstrates consistent Y-O-Y growth, with retail sales increasing by **8.6% between 2019 and 2023**.



# SALES GROWTH & SALES DIP

## Sales Growth during the Pandemic:

1.6% increase in 2020, reaching to \$33,824 million.

4.4% increase in 2021, reaching to \$35,298 million.

## Sales Dip:

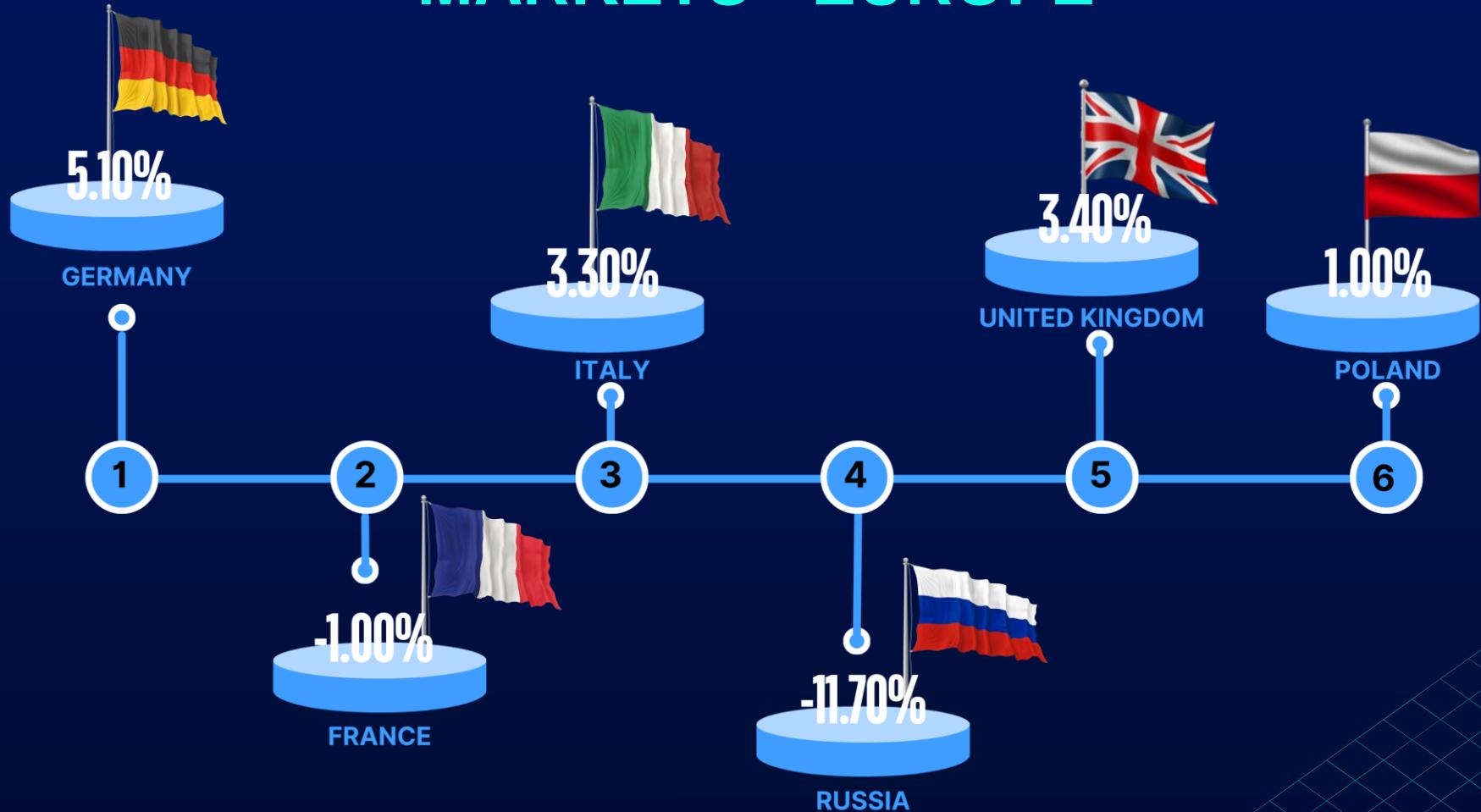
1.0% decline in 2022, to \$34,958 million.

## Sales Surge:

3.4% increase in 2023, reaching to \$36,149 million.



# PERFORMING DIRECT SELLING MARKETS - EUROPE



# Growth Market Europe

## Germany

Saw a 7.0% growth in direct sales, surpassing overall retail growth (up 2.9%) and online retail growth (up 1.3%).

Germany accounted for 54.7% of direct selling in Europe.

## Italy

- Achieved 3.3% CAGR Growth and a 0.3% Annual Growth
- Generating Sales Turnover of \$2,959 million

## United Kingdom

- Recorded a +3.4% CAGR Growth experienced
- 10.0% decline in 2023
- Generating Sales Turnover of \$1,130 million

# Europe Downward Sales Market

## Russia

In 2023, Sales declined by 7.3% to \$1,266 million driven by lower consumer income and the rise of online sales

Decline was partially offset by steady demand for personalized communication with consumer based on trust, personal needs and loyalty

Growing interest in Asia beauty products, devices and locally manufactured personal care, homecare and wellness products.

## France

Experienced -1.00% CAGR decline and 0.0% growth in FY 2023

Achieving a Sales Turnover of \$4,706 million

# DIRECT SELLING IN EUROPE : 2023 RETAIL SALES

COUNTRIES	2023 SALES	2023 INDIVIDUALS ACTIVE IN DIRECT SELLING	
	EURO (MILLIONS)	NUMBER	% OF WOMEN
AUSTRIA	330	269337	NA
BELGIUM	200	19377	NA
BULGARIA	107	160652	NA
CROATIA	24	30035	NA
CYPRUS	6	8239	NA
CZECH REPUBLIC	380	310501	78%
DENMARK	77	55298	NA
ESTONIA	50	37800	90%
FINLAND	93	45171	83%
FRANCE	4352	700000	80%
GERMANY	18276	881772	NA
GREECE	88	61334	NA
HUNGARY	165	324025	NA
IRELAND	26	12974	81%
ITALY	2736	610000	71%
LATVIA	79	58410	90%
LITHUANIA	104	78770	91%
LUXEMBURG	35	2044	NA
MALTA	5	6414	NA
NETHERLANDS	113	84207	78%
POLAND	1011	671792	NA
PORTUGAL	173	181300	74%
ROMANIA	315	228348	NA
SLOVAKIA	163	174133	88%
SLOVAKIA	163	174133	NA
SPAIN	642	190428	82%
SWEDEN	134	70342	79%

Compiled by EBS Consultancy Services

Source: WFDSA Global Statistics - 2023



# European Billion Dollar Direct Selling Markets

## Germany

Ranked 2nd Globally  
With a CAGR of +5.1%  
Turnover of \$19,761 Mn

## France

Ranked 9th Globally  
With a decline in CAGR of -1.0%  
Turnover of \$4,706 Mn

## Italy

Ranked 9th Globally  
With a CAGR of +3.3%  
Turnover of \$2,959 Mn

## Russia

Ranked 19th Globally  
With a decline in CAGR of -7.3%  
Turnover of \$1,266 Mn

## United Kingdom

Ranked 20th Globally  
With a CAGR of +3.3%  
Turnover of \$1,130 Mn

## Poland

Ranked 21st Globally  
Turnover of \$1,094 Mn

# GROWING EUROPEAN MARKETS

## Turkey

Achieved a CAGR Growth of +44.3% and an 81.3% Annual Growth Generating a Sales Turnover of \$523 million

## Austria

Achieved a CAGR Growth of +6.0% and an +3.8% Annual Growth Generating Sales Turnover of \$357 million

## Switzerland

- Achieved a CAGR Growth of +1.0% and an 0.8% Annual Growth Generating Sales Turnover of \$431 million

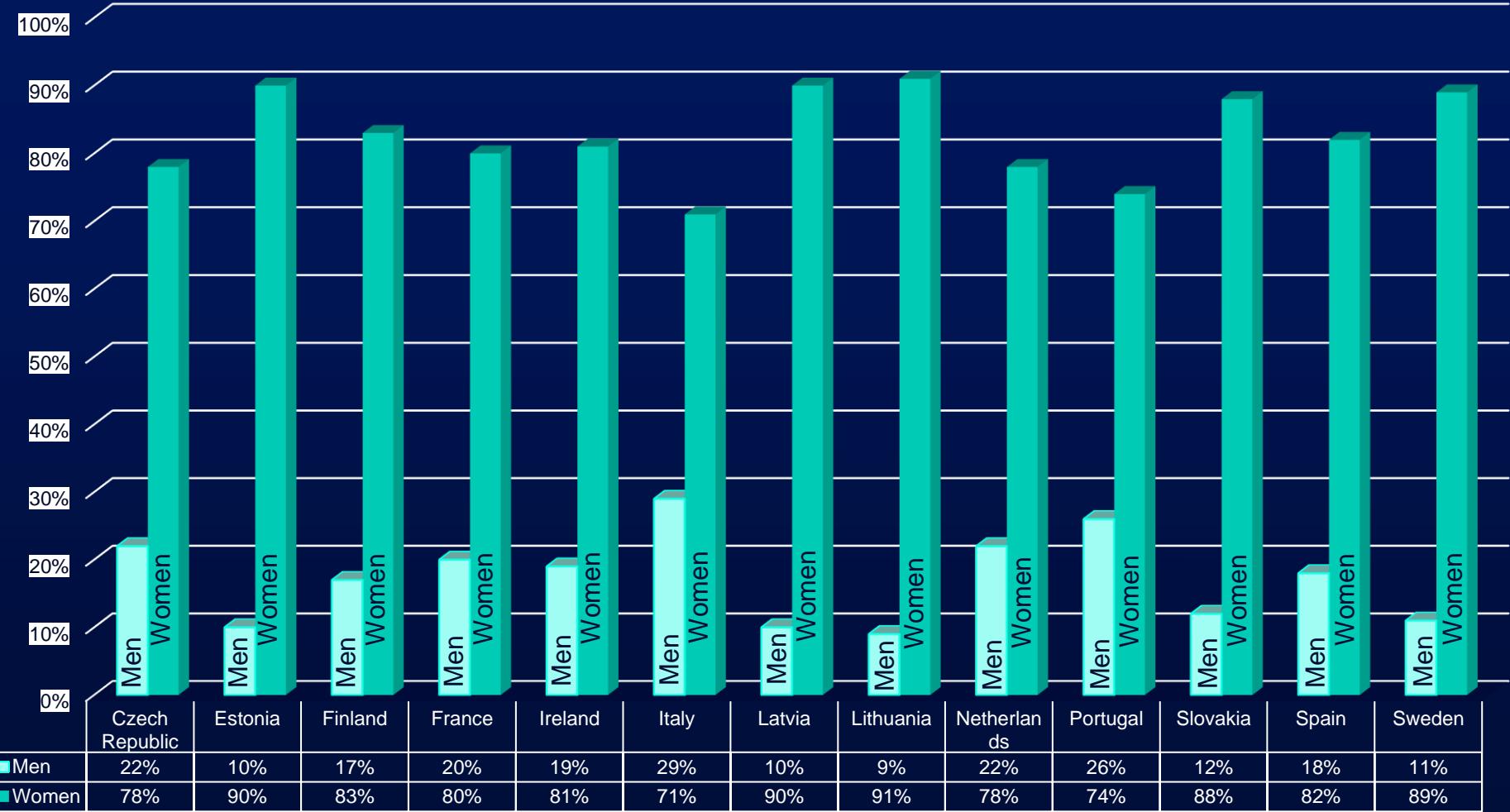
## Czech Republic

- Achieved a CAGR Growth of +4.0% and an 4.0% Annual Growth
- Generating Sales Turnover of \$410 million

## Belgium

Achieved a CAGR Growth of +13.9% and an +2.9% Annual Growth Generating Sales Turnover of \$216 million

# EUROPE DIRECT SELLING : 2023 RETAIL SALES



Compiled by EBS Consultancy Services

Source: WFDSA Global Statistics - 2023

# REST OF EUROPE

Russia and the UK continue to experience downward sales trends

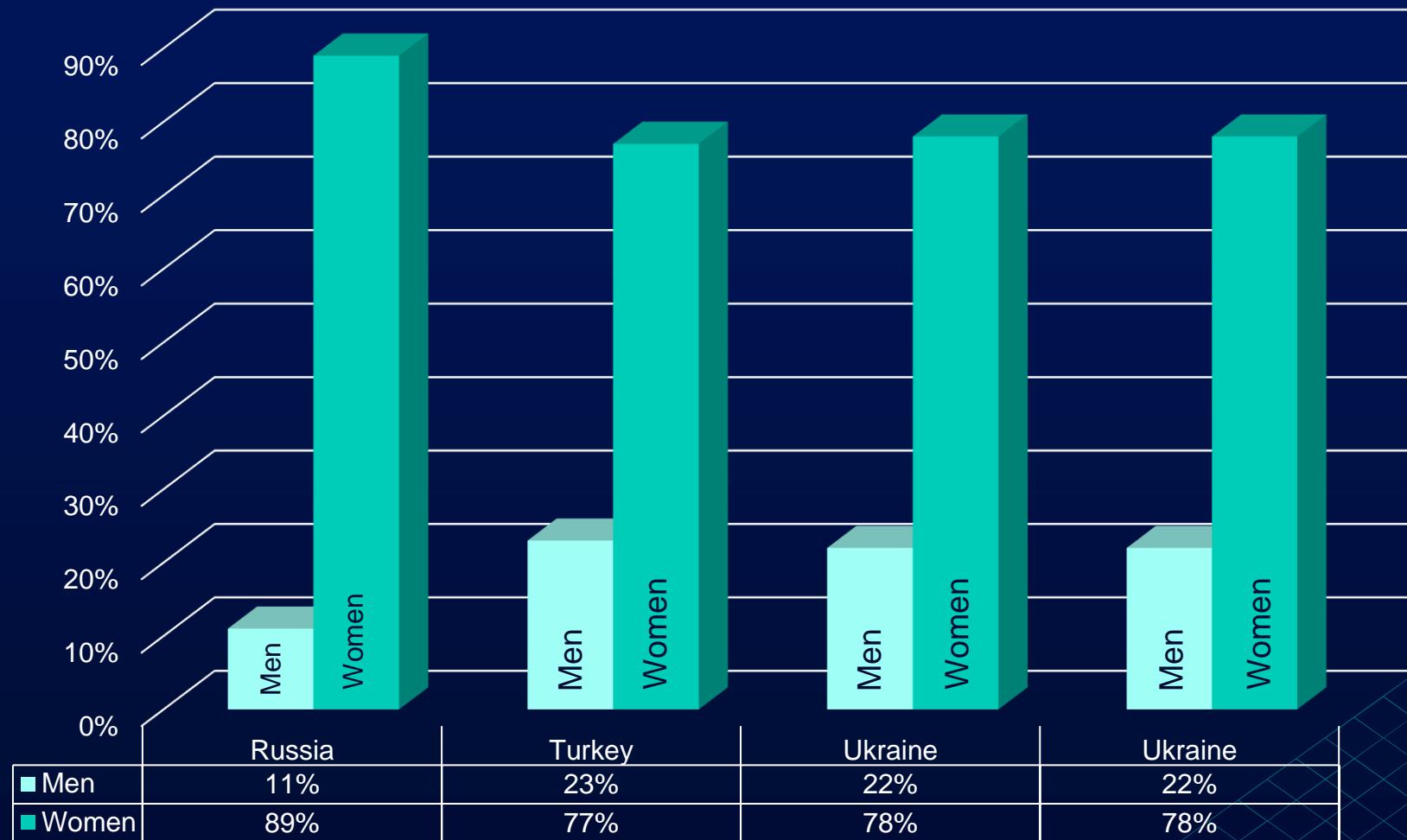
COUNTRIES	2023 INDIVIDUALS ACTIVE IN DIRECT SELLING		
	USD (MILLIONS)	NUMBER	% OF WOMEN
KAZAKHSTAN	655	1747228	16%
NORWAY	125	40208	NA
RUSSIA	1171	4622803	89%
SWITZERLAND	399	162644	NA
TURKEY	377	1355755	77%
UKRAINE	177	683461	78%
UK	1045	320127	78%

**Sales Turnover**  
\$ 4,022 million,  
with a yearly  
growth decline  
of -0.3%

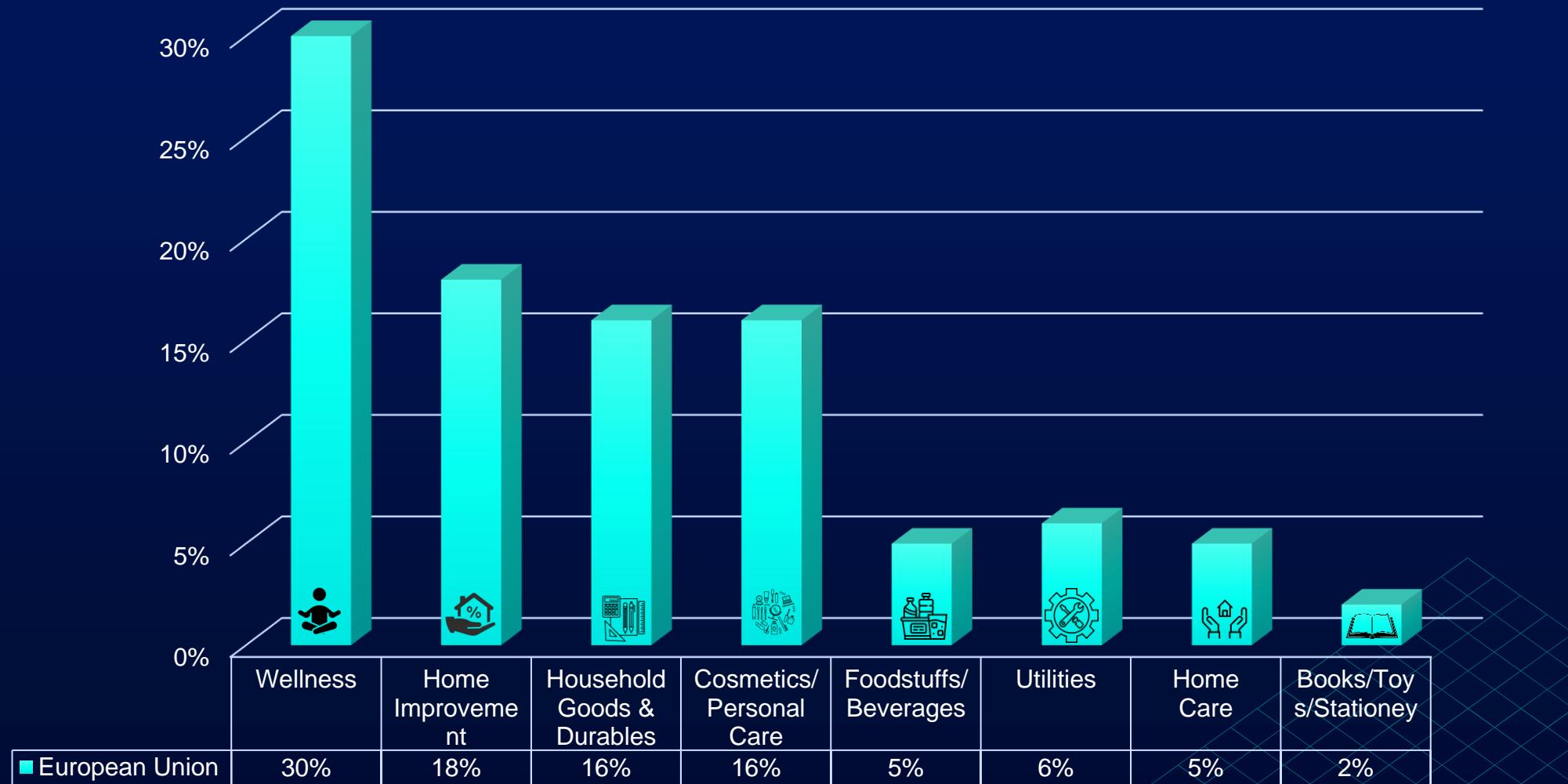
**Compounded Annual Growth Rate (CAGR), decrease by - 2.4%**

**Active Direct Sellers :**  
7,426,491

# GENDER DISTRIBUTION – REST OF EUROPE



# EUROPEAN UNION – PRODUCT CATEGORY



# SHARE IN WELLNESS PRODUCTS BY COUNTRY IN EUROPE



# DIRECT SELLING IN AMERICAS

Direct Selling in Americas

CAGR Growth of Leading Markets in the Americas

Direct Selling in North America

Gender Distribution (Male/Female) – North America

Direct Selling in South/Central America (LATAM)

Sales Performance of Americas (2019 – 2023)

Gender Distribution (Male/Female) – South America

Product Categories in Americas



# DIRECT SELLING IN AMERICAS

## Top Performing Markets

### UNITED STATES

Ranked 1st Globally Recorded a declining CAGR of -2.9%, and a drop in Annual Sales by -9.5%  
Reaching Annual Sales Turnover of \$36,660 million

### BRAZIL

Ranked 7th Globally Recorded a declining CAGR of -2.0% and experienced increase in Annual Sales by +4.8%  
Reaching Annual Sales Turnover of \$7,962 million

### MEXICO

Ranked 8th Globally Recorded a CAGR Growth of +2.5% and experienced increase in Annual Sales by +3.0%  
Reaching Annual Sales Turnover of \$6,874 million

### COLUMBIA

Ranked 13th Globally Recorded a declining CAGR Growth of -8.5% and a drop in Annual Sales by -5.9%  
Reaching Annual Sales Turnover of \$2,352 Mn

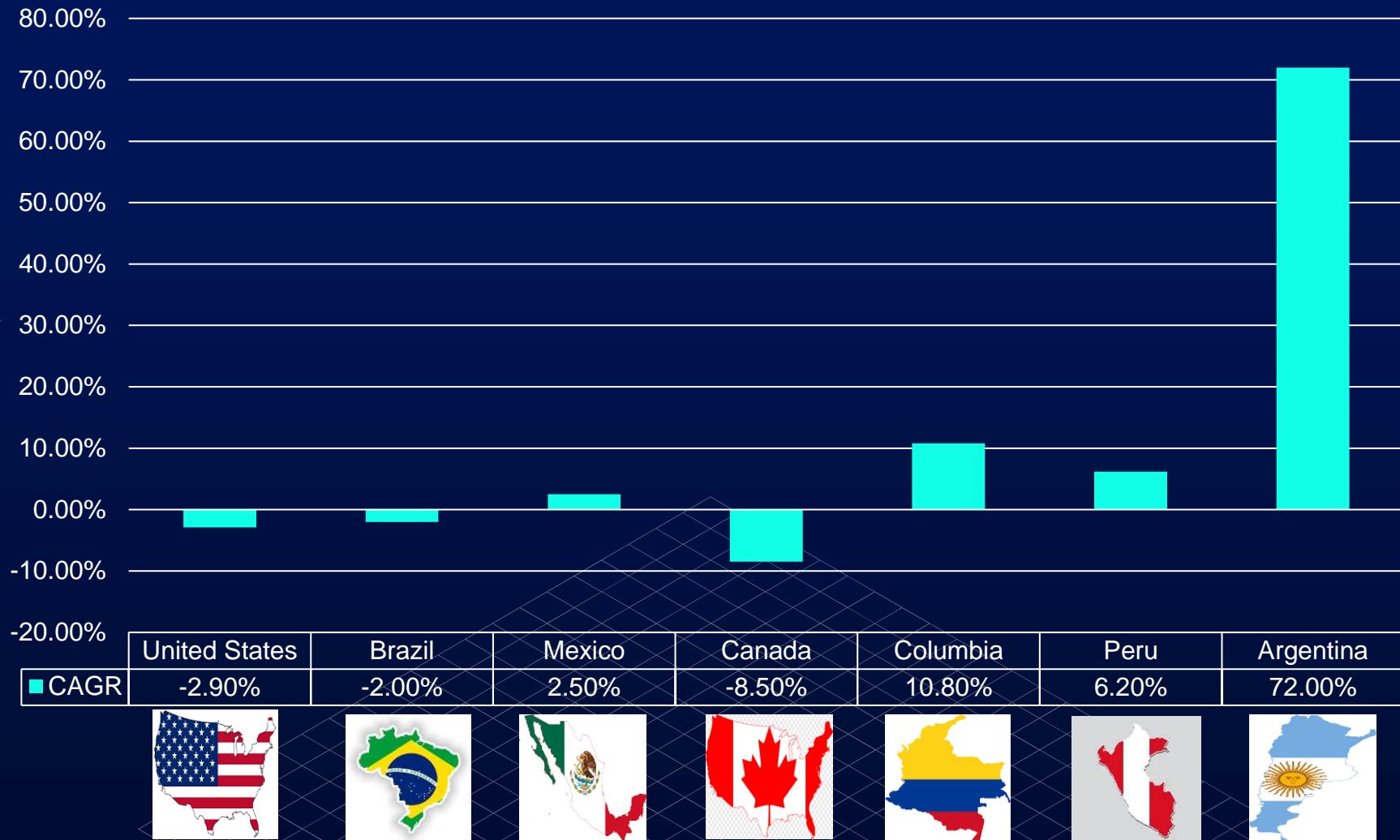
### PERU

- Ranked 16th Globally Recorded a CAGR Growth of +6.2% and experienced an increase in Annual Sales by 0.7%
- Reaching Annual Sales Turnover of \$2,129 Mn

### Poland

Ranked 21st Globally Turnover of \$1,094 Mn

# CAGR GROWTH OF LEADING MARKETS IN THE AMERICAS



# DIRECT SELLING IN NORTH AMERICA

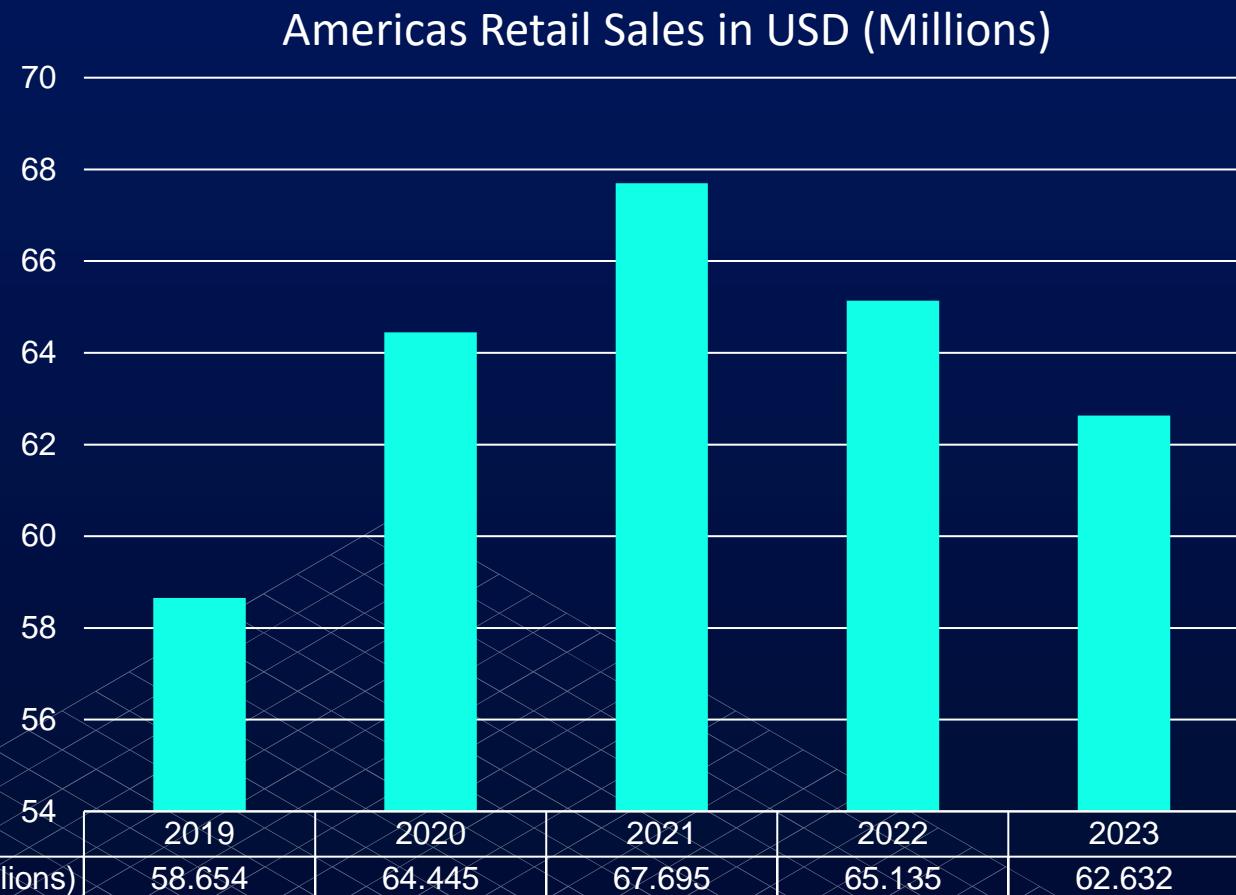
Countries	2023 Sales	
	USD millions	% Sales changes with 2022
Canada	3175	-5.90
		
United States	36660	-9.50
		
Total	39012	-9.3%

# DIRECT SELLING IN SOUTH / CENTRAL AMERICA (LATAM)

South America has a total of 13,001,488 active direct sellers

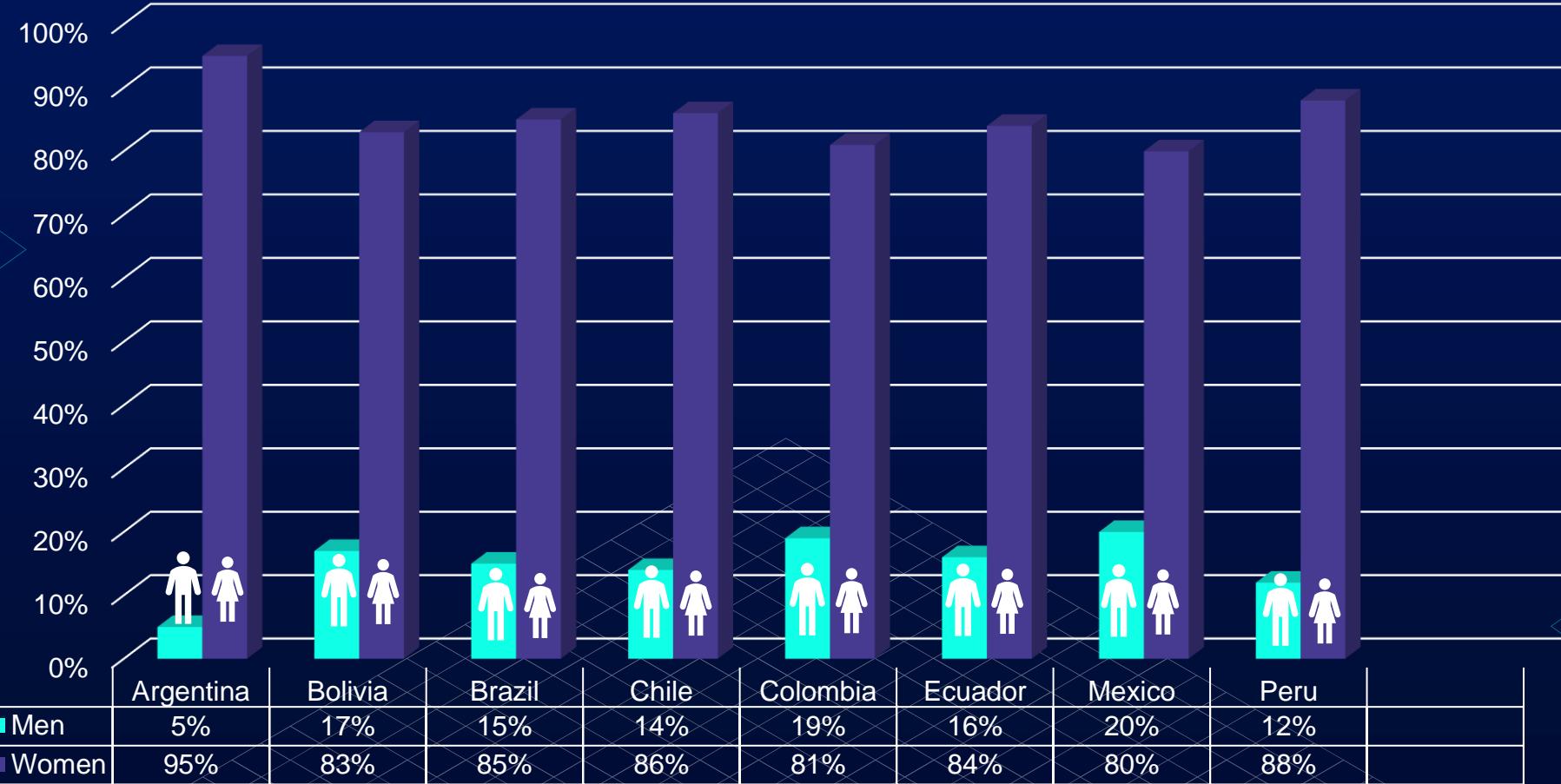
COUNTRIES	2023 SALES	
	USD MILLIONS	% SALES CHANGES WITH 2022
Argentina	1778	+114.5%
Bolivia	351	+4.9%
Brazil	7962	+4.6%
Chile	503	-8.8%
Columbia	2312	0.4%
Ecuador	904	2.8%
Mexico	6874	3.0%
Peru	2129	-0.7%
Uruguay	48	-19.5%
Central America/ Caribbean	733	4.6%

# SALES PERFORMANCE OF AMERICAS (2019 – 2023)



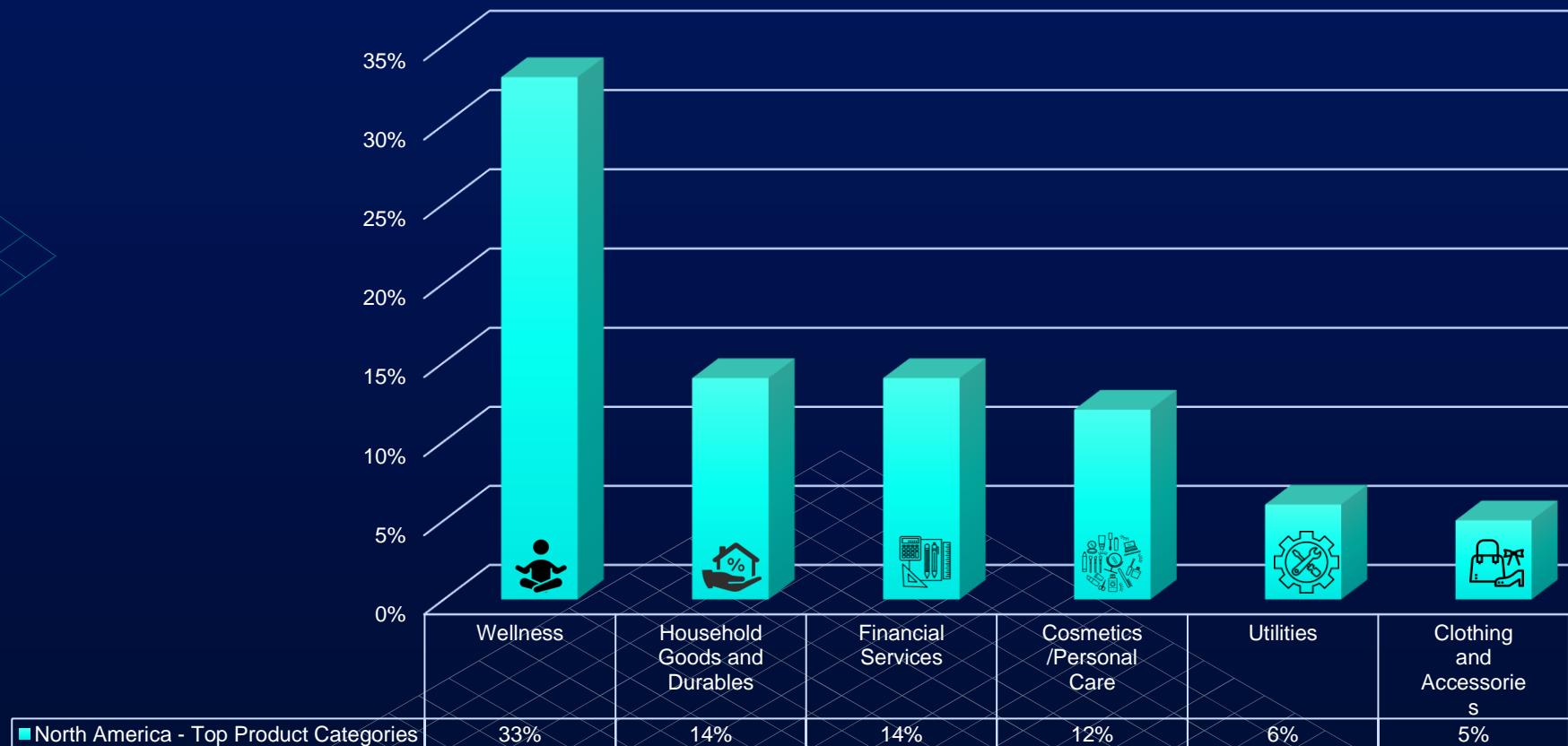
In 2023, the Americas recorded a sales turnover of \$62,632 million, with a -3.8% decline in Annual Sales.

# GENDER DISTRIBUTION (MALE/FEMALE) SOUTH AMERICA



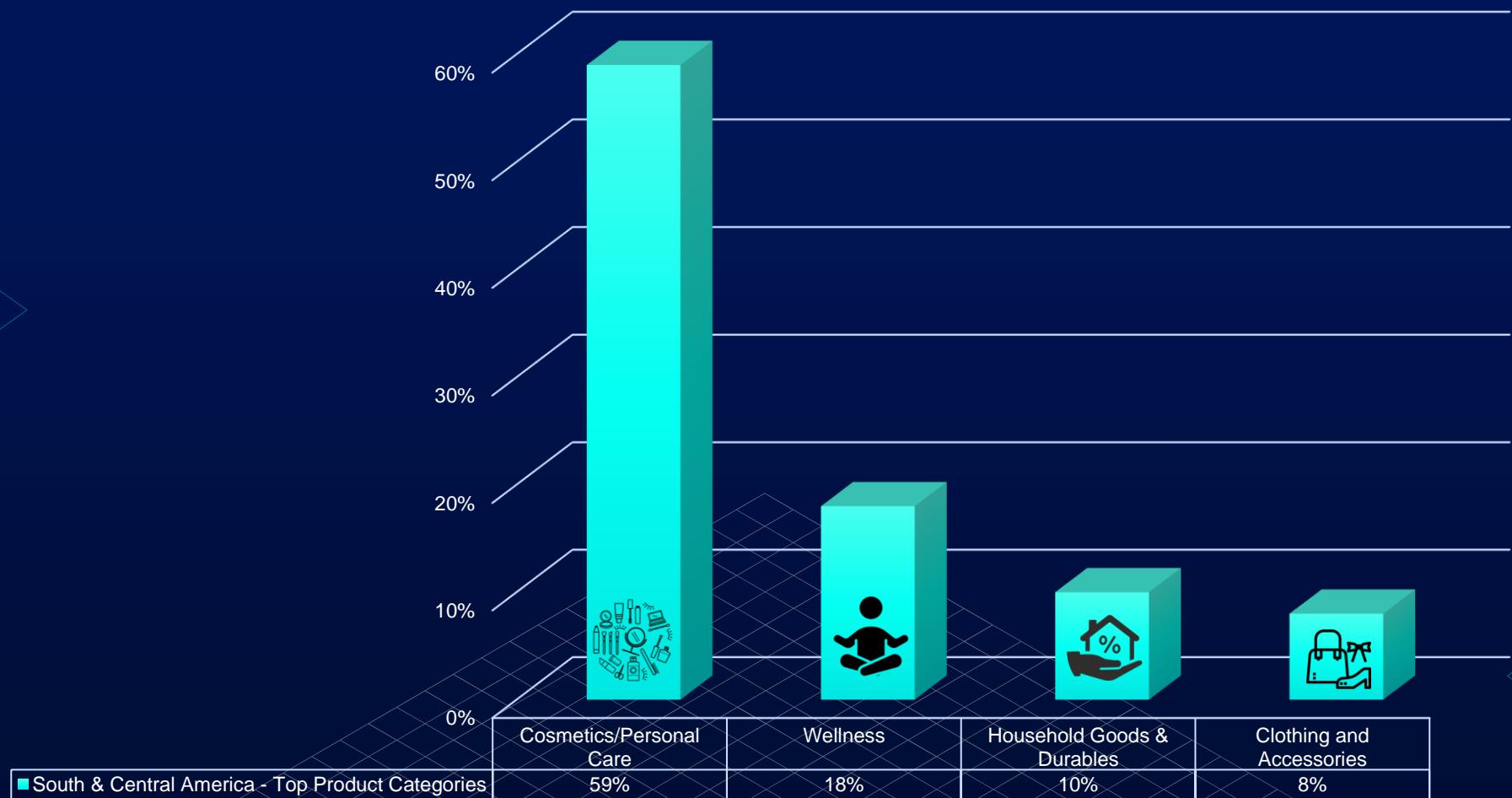
# PRODUCT CATEGORIES IN AMERICAS

## North America - Top Product Categories



**Wellness** overtook **Cosmetics** this year and reported **Services** revenue surpassed **Wellness** in the US. **Household Goods and Durables** fell slightly in popularity to 14 percent.

# South & Central America -Top Product Categories



# THANK YOU!



Compiled by EBS Consultancy Group

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Sources:

IDSA : (<https://idsa.co.in/annual-survey>)

WFDSA Statistics : (<https://wfdsa.org/global-statistics/>)

Media Reportings

