

DIETARY SUPPLEMENTS AND DIRECT SELLING

The world's populations are aging, people are more concerned about their diets, and preventative health is more popular than ever. It's no wonder sales of vitamins, minerals, and supplements have been climbing for years. Take a look at the state of this category and what it will look like in the future. Also, you might be surprised at the size and forecast of direct selling in the world and where the most growth is happening.

1 CONSUMER HEALTH

Consumer Health Includes

herbal products



vitamins & dietary supplements



weight management



sports nutrition



Sales Grow \$32 Billion by 2018

Global Consumer Health yielded US \$141 billion in 2013 expanding to US \$173 billion in 2018.



GROWTH

Highest Sales in Asia Pacific, Strongest Growth in North America through 2018

What Is Causing Growth?

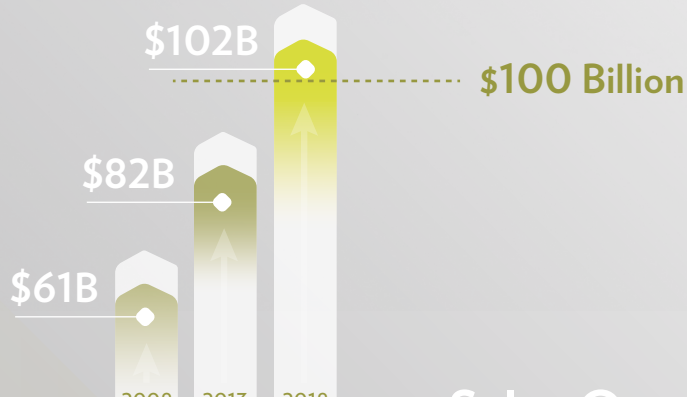
Unhealthy diets lead to higher demand for dietary supplements.



fast food

unhealthy diets

VITAMINS AND DIETARY SUPPLEMENTS

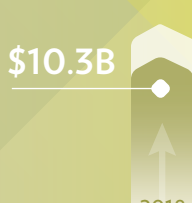


Sales Over \$100 Billion by 2018

Global vitamins and dietary supplements grow to US \$102 billion in 2018.

Sales Reach \$10.3 Billion in Latin America in 2018

In Latin America, vitamins and dietary supplements reach US \$10.3 billion in 2018.



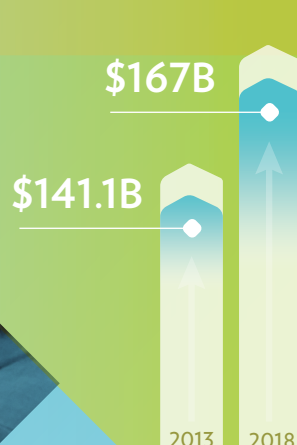
Major Growth in Australasia

In Australasia, across channels, vitamins and dietary supplements show 6.1% CAGR toward 2018. Growing from about US \$2.1 billion in sales in 2013.

3 DIRECT SELLING

Market Will Grow \$25.9 Billion by 2018

The global direct selling market reached US \$141.1 billion in 2013, and is set to grow to US \$167 billion by 2018.



\$14.8B

\$8.5B

Major Growth in Asia Pacific and Latin America

US \$14.8 billion of this growth will occur in the Asia Pacific region. US \$8.5 billion of this growth will occur in the Latin America region.



Nu Skin Ranked 8th in World

Nu Skin held 1.8% of the global market share in direct selling in 2013. Ranking eighth in the world.

Source: "A global perspective on direct selling," Euromonitor International, custom report for Nu Skin 2014

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