



You are at our global site.

[< All News](#)



FEBRUARY 25, 2021 | COMPANY | 2 MIN READ

Amway Sales Reach \$8.5 Billion in 2020

We can all agree that 2020 brought unique challenges, setbacks and unforgettable lessons, both in life and work. Through it all, and due to the perseverance and resilience of our employees and Amway Business Owners (ABOs), Amway posted 2020 sales of \$8.5 billion, an increase of 2% over 2019.

Eight of our top 10 markets grew in 2020 with sales in the United States growing an impressive 10%. In line with the global focus on health and wellness in 2020, our nutrition products accounted for more than 50% of our sales.

In fact, nutrition has always been an important part of our business and in the coming year, we will increase our investments in nutrition science, innovation and manufacturing as we pivot our portfolio to serve society's evolving health and wellness needs.

We are focused on doing everything we can to help our ABOs build communities of customers around their passions including healthy living, fitness, beauty, adventure, cooking and more. We are living in a world where all one needs to be successful is a passion, a positive attitude and a mobile phone. That is why we are committed to making strategic investments and forming alliances that will help our more than one million ABOs serve their customers and be successful. We have a bold vision for our future, and these investments and actions are aligned to our purpose to help even more people live better, healthier lives.

For more information about Amway, its brands and corporate social responsibility efforts, please view our 2021 media guide.

About Amway

Amway is an entrepreneur-led health and wellness company based in Ada, Michigan. It is committed to helping people live better, healthier lives – across more than 100 markets worldwide. According to Forbes magazine, it is among the Top 50 privately held, family-owned companies in the United States. Top-selling brands for Amway are Nutrilite™, Artistry™ and XS™ energy drinks – all sold exclusively by entrepreneurs who are known as Amway Business Owners. Amway is the No. 1 direct selling business in the world, according to the 2020 Direct Selling News Global 100. For company news, visit www.amwayglobal.com/newsroom.

Corporate Media Contact

Cindy Droog

📞 616-787-5304

✉ cynthia.droog@amway.com

Stay Connected with Us



Amway