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Amway reports record sales of $12 billion, led by nutrition products

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By **Guest** | February 26, 2014



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> WordPress post #5212

World’s leading direct selling company Amway has reported global sales of $11.8 billion for 2013, a record for the organization. The total surpasses 2012 sales of $11.3 billion and continues a period of growth, highlighted by annual sales increases in seven consecutive years. The company’s annual sales figure includes revenue from direct selling operations and other business holdings.

"Our distributors are the driving force behind this remarkable achievement, supported by the work of our 21,000 employees worldwide," said Amway Chairman Steve Van Andel and Amway President Doug DeVosin a joint statement. "Distributors in more than 100 countries and territories are now achieving their potential through their Amway businesses, creating another record year for the company."

Nutrition products continued to be the sales leader for Amway. Flagship products include NUTRILITE Protein Powder and NUTRILITE DOUBLE/TRIPLE X supplements. The healthy aging category is driving new growth, including sales of NUTRILITE Memory Builder dietary supplements. Product launches included TRUVIVITY by NUTRILITE, a patented moisture enhancing system that leverages the company’s scientific expertise in nutrition and beauty, and a new line of weight management products, BODYKEY by NUTRILITE.

The beauty products category provided strong results as well, strengthened by the continued global rollout of its ARTISTRY YOUTH XTEND skincare collection and the launch of the ARTISTRY IDEAL RADIANCE brightening line.

In order to meet increasing demand for the company’s products, Amway is undertaking a $375 million manufacturing and R&D expansion globally. The expansion includes facilities being built in Washington, California and Michigan in the United States, as well as a site in India and R&D facilities in China and South Korea. Manufacturing sites in Vietnam and China are planned as part of the expansion as well.

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