

# The Top 25 Network Marketing Companies

by The Staff at Nexera™ LLC

Who are the **Top 25 Network Marketing Companies**? Well, it really depends on how you define "The Top 25..." As you might imagine, the truth can be a bit subjective. For example...

The best-selling car in the World is the [Toyota Corolla](#). Apparently it's a great car, and yet at the same time is probably *not* the car of your dreams. Which begs the question, "Does an MLM company deserve a higher ranking simply because more people are involved?" It's a fair question. Here's what we know for sure: Popularity is definitely *one* of the best ways to determine what's going on in the marketplace. It plays a part in the [movies](#) we see, the music we download, and sometimes even where we invest our [money](#).

So is "The Top 25..." just an online popularity contest? Not exactly. To make a fair assessment we gave consideration to things that really *don't* matter; for instance, 24 of the 25 companies are members of the [DSA](#). And to things that really *do* matter; like **Time In Business!**

In short, we wanted you to know the exact criteria we used in order to select, and then to rank, "The Top 25..." You may agree with our findings, or you may not; we welcome your thoughts and opinions either way.

Here's the *Nexera Five-Factor Formula* we used to make our selections:

- 1) The company must be a self-described Network Marketing, Multi Level, or MLM company.
- 2) The company must be in business for at least 10 years as of January 1, 2011.\*
- 3) The company must have a [Google Page Rank](#) - GPR. A scale of 1 to 10 with 10 being best.
- 4) The company must have an [Alexa Rank](#) - AR. Here the *smaller* the number the better.
- 5) The company must show up in [Google Trends](#) - GT. All Regions. Last 12 months.\*\*

The five factors above are taken into account at the end of each quarter, and then a ranking decision is made. As of March 31, 2011, **The Top 25 Network Marketing Companies** are:

<b>Company</b>	<b>Time In Business</b>	<b>GPR – AR – GT</b>
1. <a href="#">Amway</a>	1959 – 52 Years	6 – 4,907 – 2.02
2. <a href="#">Herbalife</a>	<a href="#">1980</a> – 31 Years	6 – 22,138 – 2.16
3. <a href="#">ACN</a>	1993 – 18 Years	6 – 20,086 – 1.14
4. <a href="#">Nu Skin</a>	<a href="#">1984</a> – 27 Years	5 – 10,699 – 0.19
5. <a href="#">USANA</a>	<a href="#">1992</a> – 19 Years	5 – 12,156 – 0.44
6. <a href="#">Pre-Paid Legal</a>	<a href="#">1972</a> – 39 Years	5 – 14,908 – 0.04
7. <a href="#">Forever Living</a>	1978 – 33 Years	5 – 23,243 – 0.40
8. <a href="#">4Life</a>	1998 – 13 Years	5 – 33,987 – 0.13
9. <a href="#">Arbonne</a>	1980 – 31 Years	5 – 41,356 – 0.67
10. <a href="#">Tahitian Noni</a>	1997 – 14 Years	5 – 39,493 – 0.14
11. <a href="#">Advocare</a>	1993 – 18 Years	5 – 49,707 – 0.13
12. <a href="#">Shaklee</a>	<a href="#">1957</a> – 54 Years	5 – 72,590 – 0.21
13. <a href="#">GNLD</a>	1958 – 53 Years	5 – 78,105 – 0.07
14. <a href="#">Juice Plus (NSA)</a>	1970 – 41 Years	5 – 123,142 – 0.24
15. <a href="#">Sunrider</a>	1982 – 29 Years	5 – 128,097 – 0.08
16. <a href="#">Nikken</a>	1975 – 36 Years	4 – 22,592 – 0.29

17. <a href="#">5LINX</a>	2001 – 10 Years	4 – 44,785 – 0.05
18. <a href="#">Nature's Sunshine</a>	1972 – 39 Years	4 – 56,735 – 0.01
19. <a href="#">Freelife</a>	1995 – 16 Years	4 – 57,318 – 0.03
20. <a href="#">Mannatech</a>	<b>1996</b> – 15 Years	4 – 67,387 – 0.16
21. <a href="#">AmeriPlan</a>	1992 – 19 Years	4 – 97,209 – 0.11
22. <a href="#">Neways</a>	1994 – 17 Years	4 – 141,998 – 0.16
23. <a href="#">Reliv</a>	<b>1988</b> – 23 Years	4 – 150,698 – 0.08
24. <a href="#">Unicity</a>	2001 – 10 Years	3 – 69,948 – 0.10
25. <a href="#">Synergy WorldWide</a>	1999 – 12 Years	3 – 113,692 – 0.01

\*Why 10 years? Because that amount of time really seems to matter. For example, according to research, since 1957 hundreds of different MLM, Multi Level, or Network Marketing companies have opened their doors; and to date only 50 +/- MLM companies have found a way to celebrate their 10th anniversary *and* still remain in business today. Now, to be completely fair, we should also point out that each and every company on our list was at one time a start-up company too.

\*\*For purposes of comparing Internet search term interest using [Google Trends](#) (GT), all 25 companies were compared to the term, MLM. A score of 1.00 would indicate the same level of Internet search interest; anything above 1.00 more interest, anything below 1.00 less interest.

A few noteworthy points on this list... The only companies considered for this list are U.S.A. based; and if you click on each and every company linked above, what you will *not* find should be as interesting to you (and as revealing) as what you *will* find. There are no travel companies, only two technology company (ACN and 5LINX), just two services companies (Pre-Paid Legal and AmeriPlan), and 21 health and wellness companies. Even Amway, whose core product line still includes soap, really got started by way of the wellness revolution! Read this [book](#) by Paul Zane Pilzer and you'll understand why skincare, nutrition, and weight management products continue to drive the trends in the Network Marketing industry to this day.

Lastly, if the company is publicly traded, and seven of The Top 25... are, we have linked their year in business above, in **red**, over to MarketWatch for a real time stock quote and other financial information.

All the best,

The Staff at Nexera™ LLC

P.S. Network Marketing continues to gain in popularity throughout the world. According to, *Future Choice: Why Network Marketing May Be Your Best Career Move*, "This week, 175,000 people will find a new way to increase their financial security and personal freedom. They will join more than 57 million others who are earning a living, full- or part-time, through Network Marketing."