

U.S. Direct Selling Data



	2007	2008	2009	2010	2011	2012	2013	2014
U.S. Direct Sales Volume								
In billions	\$30.80	\$29.60	\$28.33	\$28.56	\$29.87	\$31.63	\$32.67	\$34.47
Percent change		-3.9	-4.3	0.8	4.6	5.9	3.3	5.5
Percent of Sales by Major Product Group								
Home & family care/home durables	25.6	25.4	23.9	24.4	22.6	21.2	19.6	17.5
Wellness	21.4	22.7	22.8	23.0	24.1	26.6	28.5	30.1
Personal care	*	21.5	21.3	19.4	18.2	17.1	16.3	16.6
Services & other	16.2	16.6	18.4	19.2	20.7	21.2	22.9	23.1
Clothing & accessories	*	10.4	10.3	11.0	12.3	11.9	10.8	10.3
Leisure & educational	4.0	3.4	3.3	3.0	2.1	2.0	1.9	2.4
*Clothing & accessories/personal care 32.8%								
Note: Starting in 2014, adults products were moved from Other to Leisure & Educational. For 2014, there are no products or services in Other.								
Percent of Sales by Sales Strategy								
Individual/person-to-person	64.5	66.3	64.3	63.5	64.9	68.3	70.2	71.5
Party plan/group selling	27.7	25.7	25.4	27.9	30.9	27.1	22.5	22.4
Other	7.8	8.0	10.3	8.6	4.2	4.6	7.3	6.1
Note: Question wording changed in data year 2011.								
Percent of Sales by Census Region								
<i>Northeast</i>	18.3	16.1	15.8	16.4	16.2	16.4	17.2	17.3
New England	n/a	4.3	4.1	3.9	3.6	3.6	3.8	3.6
Middle Atlantic	n/a	11.8	11.7	12.5	12.6	12.8	13.4	13.7
<i>Midwest</i>	23.3	21.7	20.8	21.5	21.8	21.7	21.5	20.5
East North Central	n/a	14.3	13.8	13.9	14.3	14.4	14.3	13.4
West North Central	n/a	7.4	7.0	7.6	7.5	7.3	7.2	7.1
<i>South</i>	31.6	35.1	34.8	35.6	36.8	36.6	36.7	37.4
South Atlantic	n/a	18.6	15.9	16.0	17.5	17.4	17.1	16.5
East South Central	n/a	5.1	4.1	4.3	5.3	5.3	4.9	4.6
West South Central	n/a	11.4	14.8	15.3	14.0	13.9	14.7	16.3
<i>West</i>	26.8	27.1	28.6	26.5	24.6	24.7	24.1	24.3
Mountain	n/a	8.2	9.1	8.1	7.5	7.4	7.3	7.4
Pacific	n/a	18.9	19.5	18.4	17.1	17.3	16.8	16.9
<i>Commonwealths & Territories</i>	n/a	n/a	n/a	n/a	0.6	0.6	0.5	0.5
Compensation Structure								
Multilevel firms vs. single-level firms								
Percent of sales	97.3/2.7	96.3/3.7	97.1/2.9	96.9/3.1	95.5/4.5	95.6/4.4	97.0/3.0	97.1/2.9
Percent of sellers	98.2/1.8	99.4/0.6	99.6/0.4	99.2/0.8	97.7/2.3	98.5/1.5	98.6/1.4	98.8/1.2
Percent of firms	95.0/5.0	93.8/6.2	94.2/5.8	93.1/6.9	92.2/7.8	95.1/4.9	95.2/4.8	95.7/4.3
U.S. Direct Sellers								
In millions	15.0	15.1	16.1	15.8	15.6	15.9	16.8	18.2
Percent change		0.7	6.6	-1.9	-1.3	1.9	5.7	8.3
Percent of Direct Sellers by Gender								
Female	87.9	86.4	82.4	81.8	78.1	76.6	74.2	74.4
Male	12.1	13.6	17.6	18.2	21.9	23.4	25.8	25.6
Percent of Direct Sellers by Time Worked								
Part-time (0-29 hours per week)	90.1	91.1	92.5	91.1	88.8	88.9	93.9	n/a
Full-time	9.9	8.9	7.5	8.9	11.2	11.1	6.1	n/a

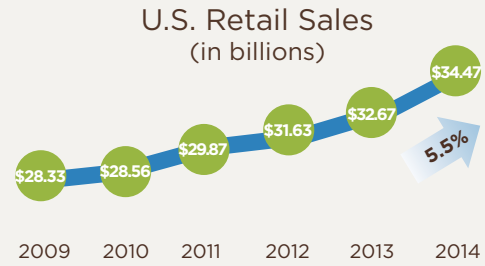
Source: 2015 Growth & Outlook Report: U.S. Direct Selling in 2014. For further information, visit www.dsa.org/research/industry-statistics or contact DSA's Sr. VP of Public Affairs, Paul Skowronek at 202-452-8866.

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Direct Selling in 2014: An Overview



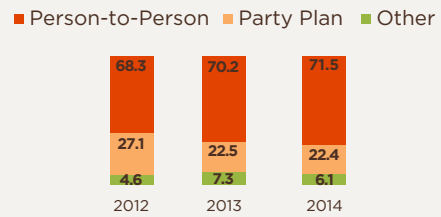
Over 18 million people (18.2) were involved in direct selling in the United States in 2014, with estimated retail sales reaching \$34.5 billion, a 5.5% increase from 2013. The direct sales channel continues to experience steady growth, as more individuals generated more revenue in 2014 than any year previously.



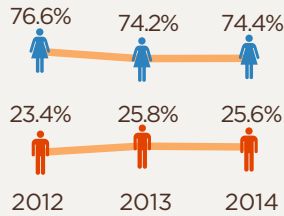
People Involved in Direct Selling (in millions)



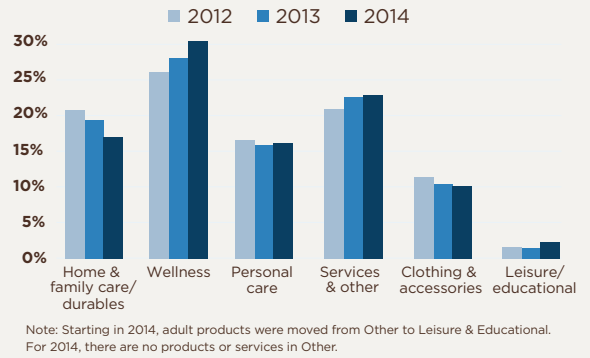
Percentage by Sales Strategy



Representatives by Gender

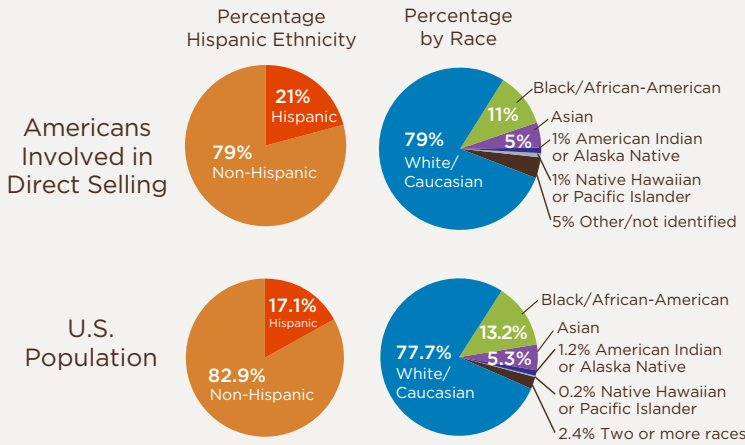


Sales by Major Product Group

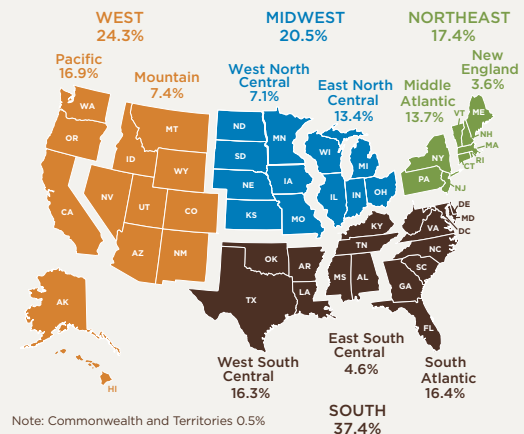


Ethnic and Racial Demographics

Direct selling reflects America.



Sales by Census Region



Source: U.S. Census Bureau: USA People QuickFacts data updated 6/30/14 for 2013; <http://quickfacts.census.gov/qfd/states/00000.html>



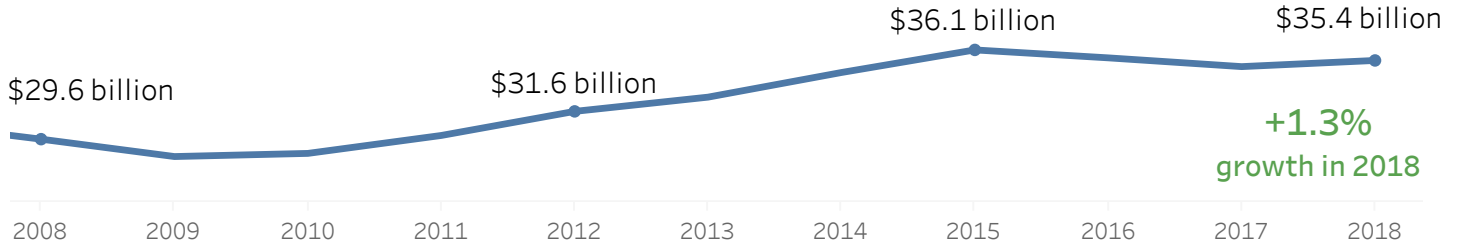
DIRECT SELLING ASSOCIATION

Direct Selling in the United States

2018 Industry Overview

Direct selling in the United States represents **\$35.4 billion in retail sales** in 2018, a 1.3% increase from 2017. DSA is pleased to announce we've refined data collection since last year to better separate direct sellers from customers. This new research from DSA's Growth & Outlook Report shows there were **6.2 million direct sellers** and **36.6 million customers** during 2018. By dividing the \$35.4 billion in sales by the 6.2 million direct sellers, direct sellers averaged \$5,702 in retail sales per year.

Direct Retail Sales



Direct Sellers

6.2 million direct sellers build a business full time (30 or more hours/week) or part-time (fewer than 30 hours/week) and sell products/services to consumers and may sponsor people to join their team

Full-time
1.0 million

Part-time
5.2 million

More than 36.6 Million Customers

(Excludes those who have not signed an agreement with a direct selling company)

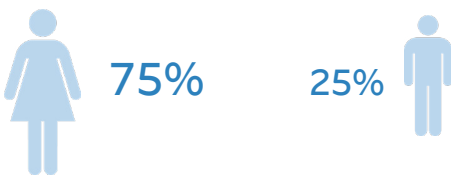
Discount Buyers
10.4 million

Preferred Customers
26.2 million

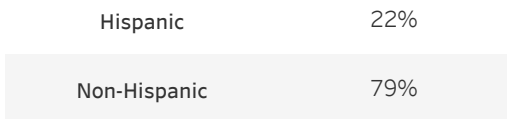
Demographic Breakdowns

(Demographics include both direct sellers and discount buyers)

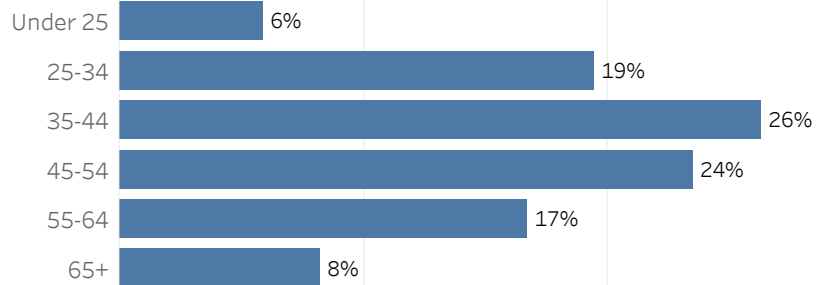
Gender



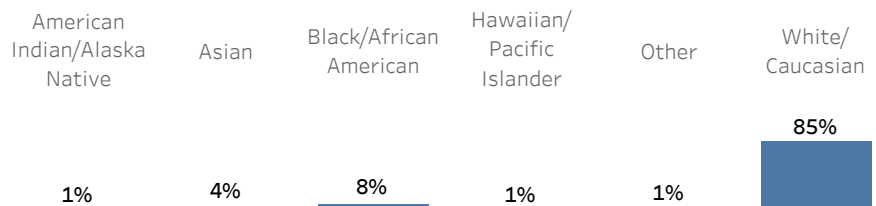
Hispanic Ethnicity



Age



Race

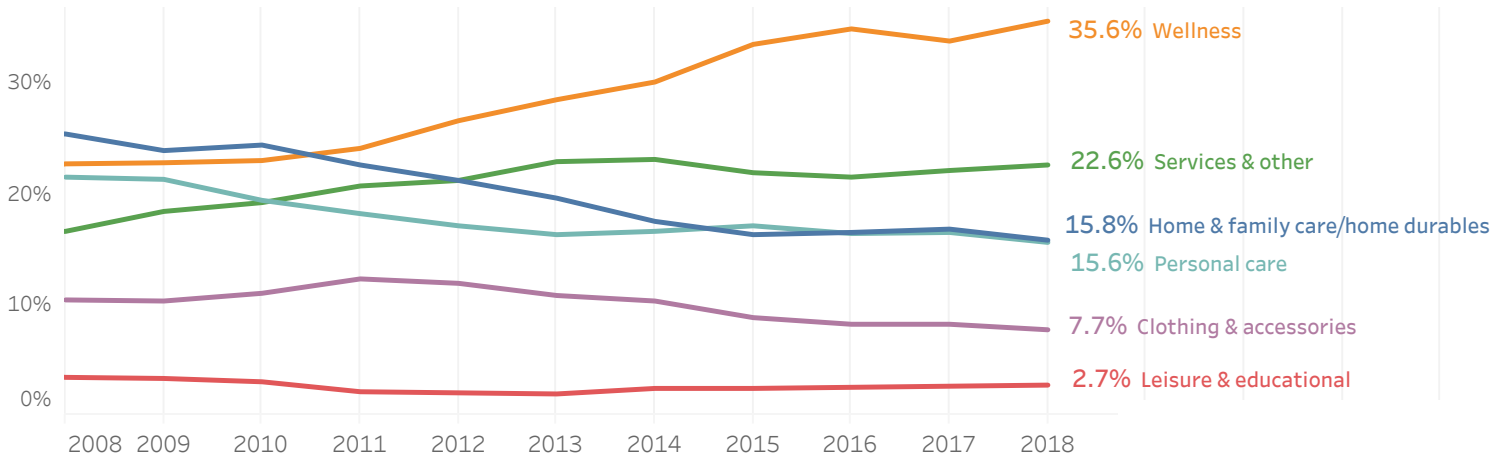


Source: DSA 2019 Growth & Outlook Report: U.S. Direct Selling in 2018; For further information visit www.dsa.org/benefits/research

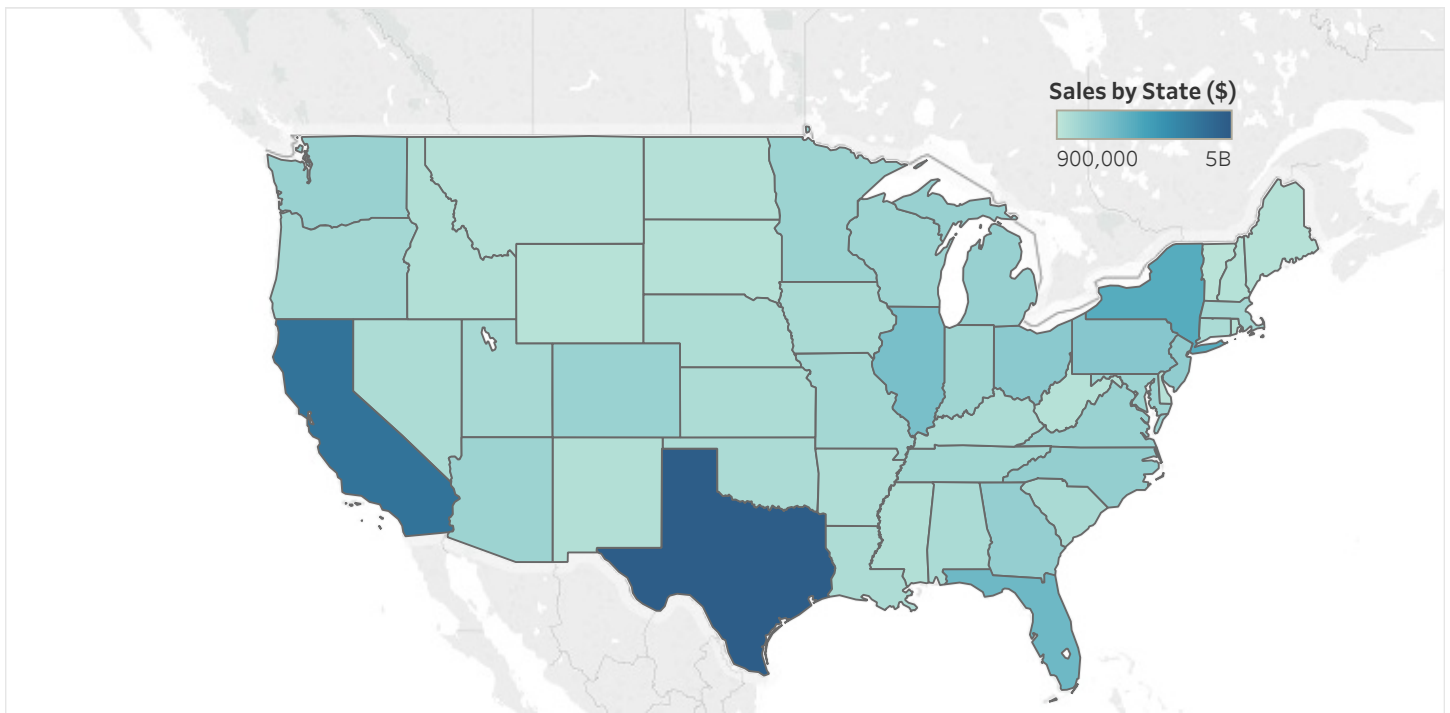
Direct Selling in the United States

2018 Industry Overview (continued)

Sales by Product Category



Sales by State



Source: DSA 2019 Growth & Outlook Report: U.S. Direct Selling in 2018; For further information visit www.dsa.org/benefits/research

Definitions

Direct selling: A business model that provides entrepreneurial opportunities to individuals as independent contractors to market and/or sell products and services, typically outside of a fixed retail establishment, through one-to-one selling, in-home product demonstrations or online. Compensation is ultimately based on sales and may be earned based on personal sales and/or the sales of others in their sales team.

Direct sellers build a business full time (30 or more hours/week) or part-time (fewer than 30 hours/week) and sell products/services to consumers and may sponsor people to join their team.

Discount buyers are eligible to purchase, sell, & sponsor, but are product lovers, only purchasing products/services they personally enjoy and use at a discount.

Preferred customers have signed a preferred customer agreement with a direct selling company where they may be eligible to pay wholesales prices for products/services. They are not eligible to sell products/services to others, and they are not eligible to earn.