1. Future of shopping
Direct selling is uniquely suited to enhance the in-person shopping experience to win over potential customers.

Additionally, digital isolation has led to a yearning for more intimate and high-touch shopping interactions. Direct selling companies are well positioned to foster intimacy, but how can technology further amplify your consumer connections?

2. Workforce trends
With greater interest in creative second careers, direct selling companies can attract the growing Boomer segment with unique propositions that fit their post-retirement lifestyle.

Younger employees are placing greater importance on careers with meaning over money. Direct selling companies need to appeal to a more idealistic workforce, leveraging values such as helpfulness, open-mindedness, learning and knowledge. Keeping workers/salesforce engaged and feeling a sense of purpose will be essential.

3. Communications
Direct sellers must leverage social channels creatively to boost awareness and encourage personal recommendations.

Communications must be tailored to consumers’ waning attention spans and quick decision-making. Direct selling companies need to make communications succinct and as memorable as it can be. (Think succinct, visual and memorable).

4. Innovation
The #1 definition of innovation is an easier way of doing something. The direct selling industry needs to simplify the buying experience for its customers.

With stress levels at an all-time high, Americans need mental health solutions. There is an opportunity for Direct Selling companies to provide solutions, particularly important are consumers’ rising needs for sleep, de-stress, and focus.

5. Demographic trends
As households shrink, direct sellers will need to tailor their offerings and communications to emphasize flexibility.

With households taking numerous new shapes, brands and marketers have to evaluate new tactics to reach them. From more single parents needing self-care solutions or marketing portraying more diverse and inclusive family types, the direct selling industry must keep current with the ever-changing nuances of the American consumer.

For additional information, please contact Ben Gamse, bgamse@dsa.org

The full trends reports will be available to all DSA members. And as part of an exclusive partnership with GfK Consumer Life (Roper Reports®), DSA members are also eligible for 20% off Roper Reports® to dive deep into today’s market and where it’s heading, to develop strategic opportunities. With Roper Reports® you can start with the broader context of change to understand how social and cultural shifts impact everyday lives.