More than 20 million people (20.2) were involved in direct selling in the United States in 2015, with estimated retail sales reaching $36.12 billion, a 4.8% increase from 2014. The direct sales channel continues to experience steady growth, as more individuals generated more revenue in 2015 than any previous year.

**People Involved in Direct Selling**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>15.8</td>
</tr>
<tr>
<td>2011</td>
<td>15.6</td>
</tr>
<tr>
<td>2012</td>
<td>15.9</td>
</tr>
<tr>
<td>2013</td>
<td>16.8</td>
</tr>
<tr>
<td>2014</td>
<td>18.2</td>
</tr>
<tr>
<td>2015</td>
<td>20.2</td>
</tr>
</tbody>
</table>

**Percentage by Gender**

- 2013: 74.2% female, 25.8% male
- 2014: 74.4% female, 25.6% male
- 2015: 77.4% female, 22.6% male

**Sales by Major Product Group**

- Wellness: 2013 $11.7 billion, 2014 $10.9 billion, 2015 $12.3 billion
- Services & Other: 2013 $7.3 billion, 2014 $6.1 billion, 2015 $8.6 billion
- Home & Family Care/Durables: 2013 $3.1 billion, 2014 $2.4 billion, 2015 $2.8 billion
- Personal Care: 2013 $2.0 billion, 2014 $2.0 billion, 2015 $2.0 billion
- Clothing & Accessories: 2013 $1.9 billion, 2014 $1.7 billion, 2015 $1.9 billion
- Leisure/Recreational Products: 2013 $1.9 billion, 2014 $1.7 billion, 2015 $1.8 billion

**Ethnic and Racial Demographics**

- **Americans Involved in Direct Selling**
  - 2015: 19.9% Hispanic, 80.1% Non-Hispanic

- **U.S. Population**
  - 2015: 17.4% Hispanic, 82.6% Non-Hispanic

**Percentage by Race**

- Black/African-American: 19.2%
- Asian: 9.5%
- White/Caucasian: 65.5%
- American Indian or Alaska Native: 0.6%
- Native Hawaiian or Pacific Islander: 0.6%
- Other/not identified: 1.7%

**Ethnicity**

- Hispanic: 20.9%
- Non-Hispanic: 79.1%

**Sales by Census Region**

- West: 2015 $8.9 billion (26.2%)
- Mountain: 2015 $3.8 billion (11.1%)
- West North Pacific: 2015 $4.4 billion (13.9%)
- East North Central: 2015 $4.3 billion (13.1%)
- South Atlantic: 2015 $3.9 billion (12.0%)
- East South Central: 2015 $3.3 billion (10.3%)
- Midwest: 2015 $12.9 billion (39.8%)
- New England: 2015 $2.8 billion (8.9%)

**Note:** Starting in 2014, adult products were moved from Other to Leisure & Educational.