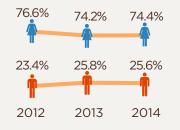
# **Direct Selling in 2014: An Overview**



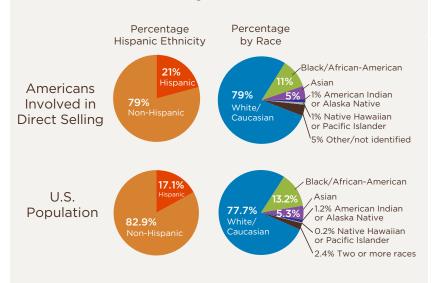
Over 18 million people (18.2) were involved in direct selling in the United States in 2014, with estimated retail sales reaching \$34.5 billion, a 5.5% increase from 2013. The direct sales channel continues to experience steady growth, as more individuals generated more revenue in 2014 than any year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

> People Involved in Direct Selling (in millions) 16.1 15.8 15.6 15.9 2009 2010 2011 2012 2013 2014

## Representatives by Gender



#### Ethnic and Racial Demographics Direct selling reflects America.



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

Source: 2015 Growth & Outlook Report: U.S. Direct Selling in 2014 and other sources. 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.

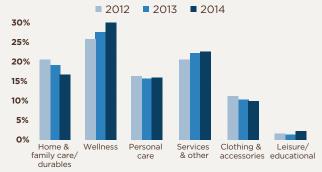


#### Percentage by Sales Strategy

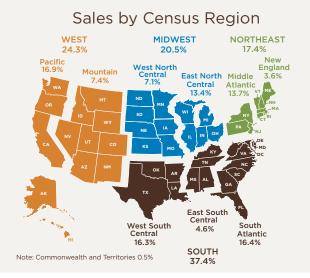
#### Person-to-Person = Party Plan = Other



## Sales by Major Product Group



Note: Starting in 2014, adult products were moved from Other to Leisure & Educational. For 2014, there are no products or services in Other.



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