## • EXECUTIVE SUMMARY

- Background, Objectives & Methodology
- U.S. Direct Selling in 2021
- Forging the Future

## • STATE OF THE U.S. ECONOMY AND U.S. DIRECT SELLING IN 2021

- U.S. Economic Performance Overview
- U.S. Retail Sales Trends
- How U.S. Direct Selling Performed
- U.S. Direct Retail Sales Compared to Global Direct Selling Markets
- U.S. Direct Retail Sales by Product and Service Category
- U.S. Direct Selling Customers
- U.S. Labor Market Trends
- U.S. Direct Sellers
- U.S. Salesforce Demographics

# CURRENT (YTD) TRENDS & INDUSTRY OUTLOOK

- Current Global Macroeconomic Environment & Trends
- Current U.S. Macroeconomic Environment & Trends
- Current U.S. Macroeconomic Environment & Trends: Pandemic
- U.S. Social Commerce
- U.S. Remote/Flexible Work, Interest in Entrepreneurship, "Great Resignation"
- U.S. Gig Economy
- U.S. Direct Selling Forecast
- Potential Risk Factors
- What is the Future of Parties?

### • FORGING THE FUTURE

- Actionable Recommendations
- Key Takeaways

### • APPENDIX

- Methodology
- Definitions
- Retail/Direct Selling Resources
- DSA's Industry Research Committee
- DETAILED TABULATIONS