



DIRECT SELLING ASSOCIATION

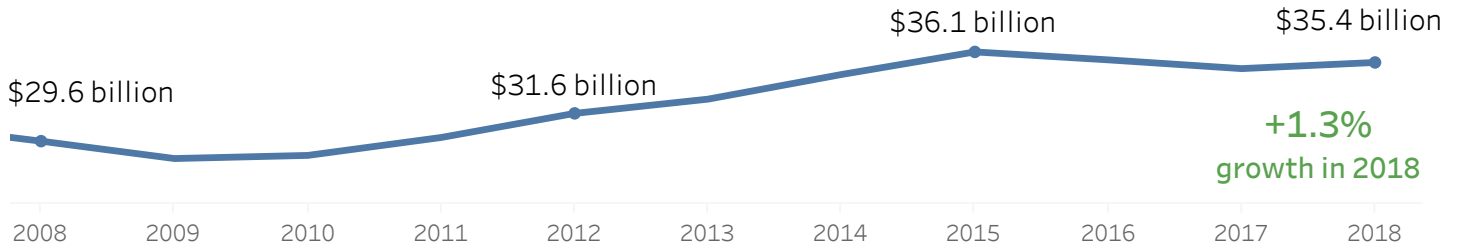
# Direct Selling in the United States

## 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)

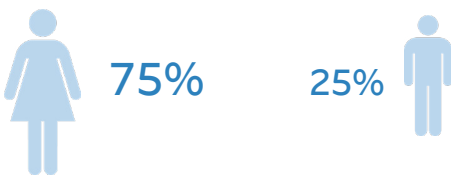
Discount Buyers  
**10.4 million**

Preferred Customers  
**26.2 million**

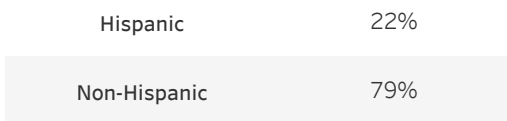
### Demographic Breakdowns

(Demographics include both direct sellers and discount buyers)

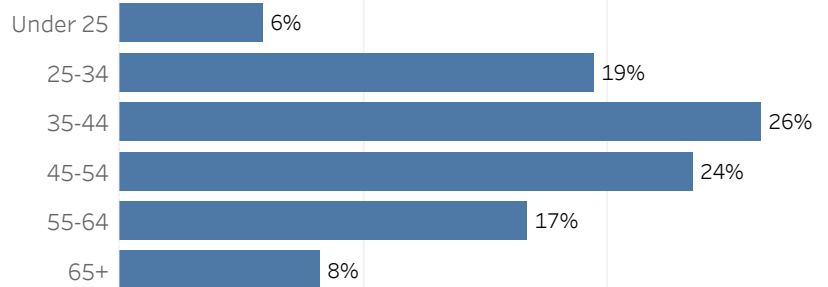
#### Gender



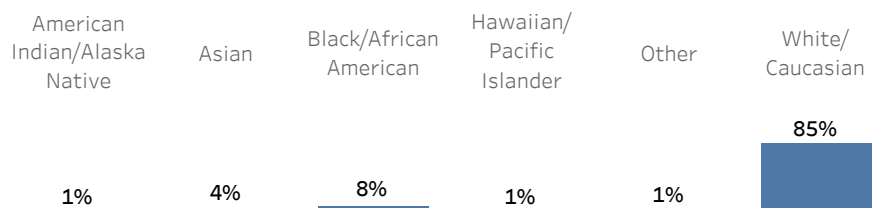
#### Hispanic Ethnicity



#### Age



#### Race

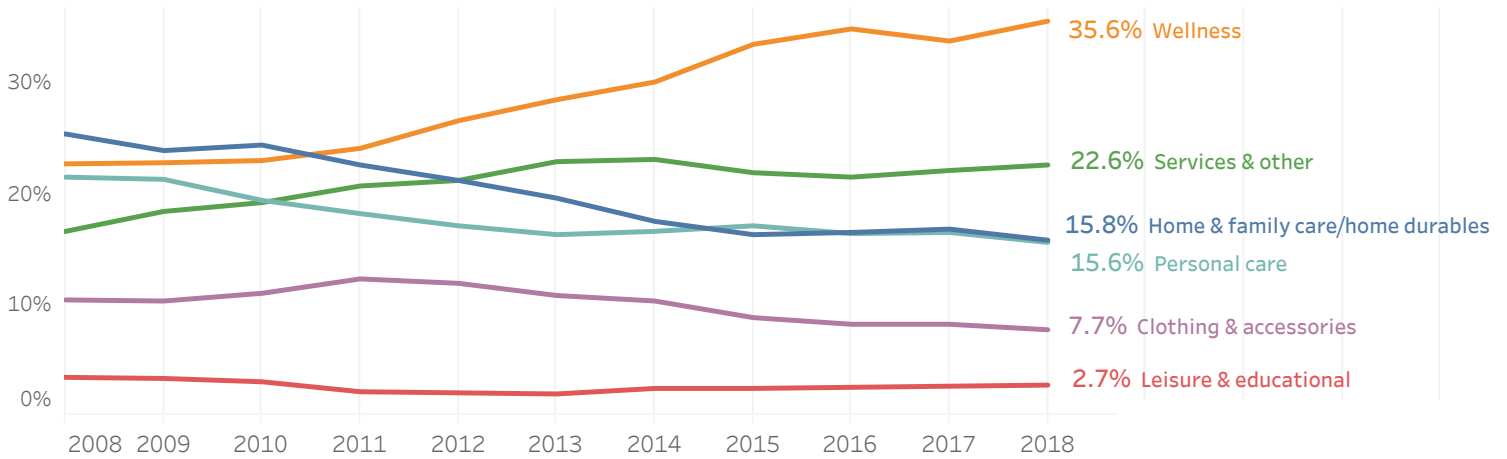


Source: DSA 2019 Growth & Outlook Report: U.S. Direct Selling in 2018; For further information visit [www.dsa.org/benefits/research](http://www.dsa.org/benefits/research)

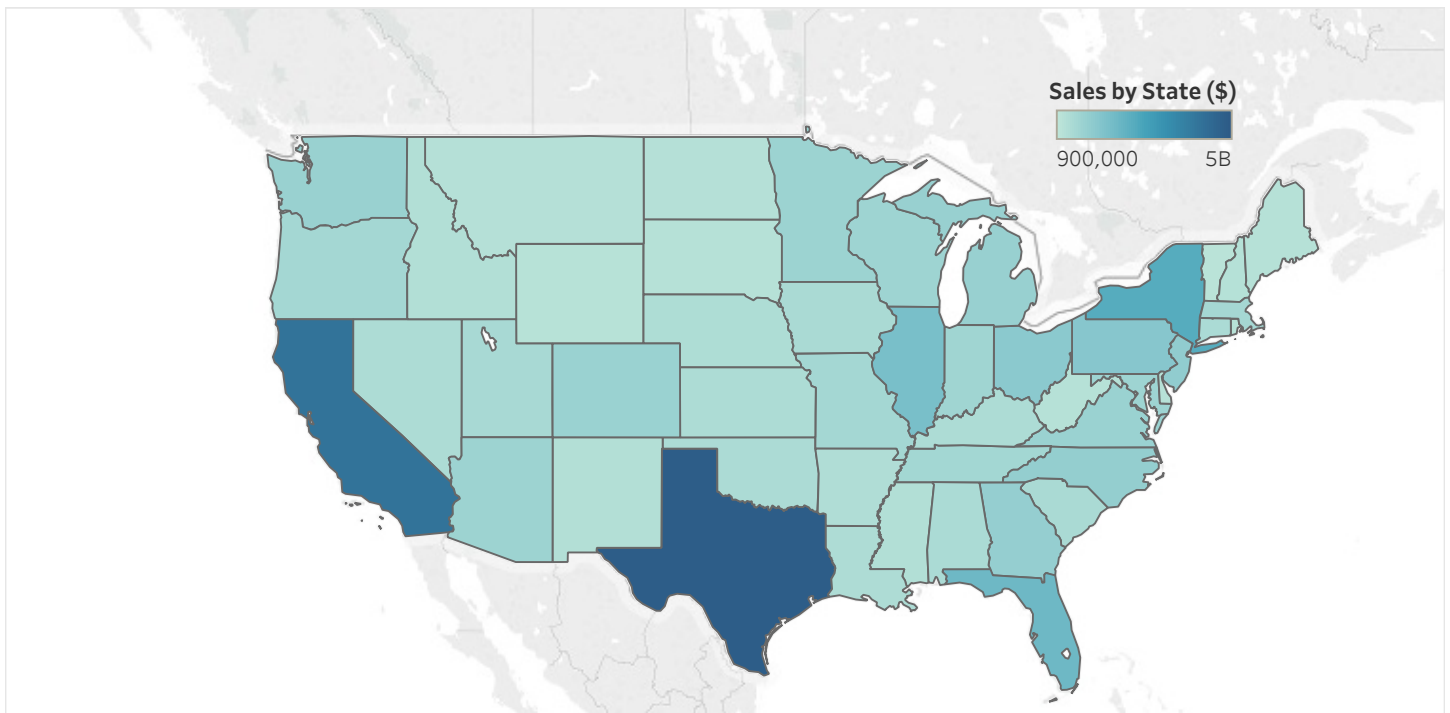
# Direct Selling in the United States

## 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](http://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.