

Impact of Direct Selling by State, 2019



U.S. Retail Sales:
\$35.2
billion



State	People Involved in Direct Selling	Retail Sales
Alabama	251,266	\$425M
Alaska	48,303	\$83M
Arizona	310,561	\$661M
Arkansas	192,574	\$323M
California	1,970,033	\$4.63B
Colorado	396,225	\$759M
Connecticut	109,868	\$254M
Delaware	72,829	\$151M
Florida	963,693	\$1.98B
Georgia	440,513	\$937M
Hawaii	91,584	\$215M
Idaho	114,488	\$228M
Illinois	603,550	\$1.37B
Indiana	332,670	\$672M
Iowa	203,924	\$452M
Kansas	204,702	\$380M
Kentucky	190,274	\$389M
Louisiana	185,543	\$388M
Maine	78,385	\$145M
Maryland	266,429	\$586M
Massachusetts	209,479	\$474M
Michigan	447,054	\$885M
Minnesota	330,015	\$729M
Mississippi	137,411	\$301M
Missouri	308,032	\$576M
Montana	75,821	\$143M
Nebraska	168,352	\$339M
Nevada	169,939	\$390M
New Hampshire	59,906	\$137M

State	People Involved in Direct Selling	Retail Sales
New Jersey	361,234	\$899M
New Mexico	114,762	\$250M
New York	764,588	\$2.06B
North Carolina	481,747	\$1.04B
North Dakota	66,623	\$166M
Ohio	547,666	\$1.09B
Oklahoma	277,315	\$435M
Oregon	239,185	\$548M
Pennsylvania	489,930	\$1.1B
Rhode Island	40,725	\$101M
South Carolina	236,702	\$422M
South Dakota	73,607	\$154M
Tennessee	311,383	\$578M
Texas	1,743,207	\$3.72B
Utah	253,204	\$552M
Vermont	29,066	\$53M
Virginia	394,827	\$839M
Washington	353,906	\$861M
West Virginia	84,636	\$161M
Wisconsin	308,189	\$697M
Wyoming	58,043	\$125M
District of Columbia	25,141	\$46M
Guam	18,793	\$33M
Puerto Rico	129,953	\$234M
U.S. Virgin Islands	1,642	\$4M
N. Mariana Islands	2,307	\$3M
American Samoa	626	\$.5M
Overseas U.S. Military	17,569	\$33M

Note: These estimated direct sales and people involved figures are extrapolated based on 2020 Growth & Outlook Survey data submitted directly from DSA members.