

DSOF Impact of Direct Selling by State, 2024



U.S. Retail Sales:
\$34.7
billion



12.2 million people in the U.S. signed or renewed independent contractor sales agreements with direct selling companies in 2024. Of these 12.2 million, 5.4 million worked to build businesses and 6.8 million were discount buyers who purchased products for their own use but chose not to build a business. These estimated direct sales and people-involved figures are extrapolated based on 2025 Growth & Outlook Survey data submitted directly from DSA members.

State	People Involved in Direct Selling	Retail Sales
Alabama	120,971	\$446M
Alaska	69,150	\$162M
Arizona	231,808	\$620M
Arkansas	116,320	\$362M
California	1,285,088	\$3.9B
Colorado	276,515	\$626M
Connecticut	96,649	\$284M
Delaware	35,730	\$127M
Florida	827,479	\$2.2B
Georgia	396,711	\$1.1B
Hawaii	53,605	\$85M
Idaho	103,444	\$246M
Illinois	425,529	\$1.2B
Indiana	309,809	\$857M
Iowa	204,866	\$647M
Kansas	133,993	\$353M
Kentucky	142,370	\$404M
Louisiana	134,146	\$465M
Maine	64,641	\$187M
Maryland	195,114	\$531M
Massachusetts	140,495	\$434M
Michigan	359,404	\$0.9B
Minnesota	266,638	\$714M
Mississippi	130,921	\$616M
Missouri	194,361	\$492M
Montana	68,031	\$160M
Nebraska	117,414	\$344M
Nevada	107,862	\$266M
New Hampshire	84,186	\$226M

State	People Involved in Direct Selling	Retail Sales
New Jersey	257,016	\$762M
New Mexico	81,552	\$213M
New York	591,642	\$1.9B
North Carolina	410,045	\$1.1B
North Dakota	61,152	\$188M
Ohio	416,559	\$1.0B
Oklahoma	191,781	\$459M
Oregon	142,972	\$418M
Pennsylvania	395,806	\$1.0B
Rhode Island	35,506	\$111M
South Carolina	182,085	\$470M
South Dakota	66,977	\$201M
Tennessee	248,566	\$758M
Texas	1,219,347	\$3.6B
Utah	190,869	\$514M
Vermont	19,937	\$72M
Virginia	283,753	\$706M
Washington	226,305	\$611M
West Virginia	62,501	\$175M
Wisconsin	278,227	\$816M
Wyoming	39,040	\$90M
District of Columbia	8,464	\$18M
Guam	7,006	\$8M
Puerto Rico	63,550	\$544M
U.S. Virgin Islands	1,458	\$6M
N. Mariana Islands	14	\$15M
American Samoa	171	\$.2M
Overseas U.S. Military	4,421	\$14M

All information provided by DSA/DSEF to others, including member companies, supplier members, pending applicants, and third-party organizations is confidential and not to be shared in any way with any outside entities without the express written permission of DSA/DSEF. As a condition of your membership, affiliation, and/or relationship with DSA/DSEF and by participating in any DSA/DSEF program(s), communications of any kind, including, emails, reports, data & analysis, in-person, video, and audio webinars or presentations you agree to safeguard all information in any format from distribution outside of those within your company that require the information. When permission to share the information is given, it must be clearly and conspicuously attributed to DSA/DSEF.