

# Impact of Direct Selling by State, 2020



**U.S. Retail Sales:**  
**\$40.1**  
**billion**



State	People Involved in Direct Selling	Retail Sales
Alabama	210,455	\$510M
Alaska	50,604	\$123M
Arizona	367,863	\$806M
Arkansas	134,450	\$348M
California	1,939,010	\$5.3B
Colorado	394,320	\$864M
Connecticut	129,664	\$322M
Delaware	61,214	\$164M
Florida	1,321,051	\$2.3B
Georgia	441,385	\$1.1B
Hawaii	121,251	\$310M
Idaho	209,362	\$300M
Illinois	566,461	\$1.5B
Indiana	279,172	\$714M
Iowa	158,576	\$460M
Kansas	183,329	\$446M
Kentucky	193,181	\$446M
Louisiana	208,418	\$531M
Maine	145,864	\$185M
Maryland	271,861	\$683M
Massachusetts	237,283	\$564M
Michigan	405,071	\$991M
Minnesota	289,577	\$767M
Mississippi	158,047	\$444M
Missouri	267,561	\$623M
Montana	142,650	\$200M
Nebraska	143,430	\$367M
Nevada	286,040	\$495M
New Hampshire	102,668	\$172M

State	People Involved in Direct Selling	Retail Sales
New Jersey	383,947	\$1B
New Mexico	119,605	\$296M
New York	747,934	\$2.1B
North Carolina	499,591	\$1.2B
North Dakota	78,241	\$167M
Ohio	486,372	\$1.2B
Oklahoma	256,877	\$544M
Oregon	283,479	\$627M
Pennsylvania	473,733	\$1.2B
Rhode Island	55,395	\$117M
South Carolina	230,503	\$496M
South Dakota	83,828	\$152M
Tennessee	365,505	\$752M
Texas	1,532,302	\$4.3B
Utah	229,797	\$499M
Vermont	64,930	\$68M
Virginia	324,671	\$871M
Washington	364,533	\$903M
West Virginia	77,511	\$145M
Wisconsin	295,047	\$791M
Wyoming	38,700	\$107M
District of Columbia	13,930	\$27M
Guam	17,715	\$24M
Puerto Rico	168,348	\$335M
U.S. Virgin Islands	3,768	\$7M
N. Mariana Islands	8,190	\$7M
American Samoa	37,017	\$16M
Overseas U.S. Military	8,712	\$13M

Note: These estimated direct sales and people involved figures are extrapolated based on 2021 Growth & Outlook Survey data submitted directly from DSA members.