

Impact of Direct Selling by State, 2021



U.S. Retail Sales:
\$42.7
billion



State	People Involved in Direct Selling	Retail Sales
Alabama	274,354	\$717M
Alaska	39,408	\$86M
Arizona	339,522	\$830M
Arkansas	163,232	\$418M
California	1,696,202	\$5B
Colorado	355,923	\$823M
Connecticut	119,181	\$298M
Delaware	54,313	\$169M
Florida	931,137	\$2.4B
Georgia	423,875	\$1.3B
Hawaii	94,512	\$232M
Idaho	182,451	\$328M
Illinois	576,929	\$1.5B
Indiana	348,365	\$897M
Iowa	206,395	\$581M
Kansas	187,578	\$425M
Kentucky	199,494	\$508M
Louisiana	249,688	\$627M
Maine	124,457	\$212M
Maryland	239,052	\$687M
Massachusetts	202,088	\$545M
Michigan	538,088	\$1.2B
Minnesota	375,054	\$903M
Mississippi	137,520	\$461M
Missouri	308,837	\$744M
Montana	105,690	\$203M
Nebraska	133,435	\$368M
Nevada	236,263	\$444M
New Hampshire	81,273	\$166M

State	People Involved in Direct Selling	Retail Sales
New Jersey	330,107	\$1B
New Mexico	100,098	\$251M
New York	744,438	\$2.1B
North Carolina	482,028	\$1.4B
North Dakota	76,806	\$186M
Ohio	488,284	\$1.3B
Oklahoma	319,307	\$629M
Oregon	271,519	\$611M
Pennsylvania	484,096	\$1.3B
Rhode Island	54,253	\$123M
South Carolina	233,065	\$567M
South Dakota	82,694	\$179M
Tennessee	391,537	\$982M
Texas	1,649,583	\$4.7B
Utah	188,846	\$540M
Vermont	47,180	\$70M
Virginia	341,861	\$881M
Washington	339,438	\$834M
West Virginia	83,758	\$207M
Wisconsin	308,522	\$864M
Wyoming	45,085	\$136M
District of Columbia	12,546	\$25M
Guam	14,162	\$20M
Puerto Rico	130,681	\$585M
U.S. Virgin Islands	3,866	\$8M
N. Mariana Islands	480	\$1M
American Samoa	35,655	\$20M
Overseas U.S. Military	15,799	\$40M

Note: These estimated direct sales and people involved figures are extrapolated based on 2022 Growth & Outlook Survey data submitted directly from DSA members.