



**U.S. Retail Sales:**  
**\$40.5 billion**



14.6 million people in the U.S. signed or renewed independent contractor sales agreements with direct selling companies in 2022. Of these 14.6 million, 6.7 million worked to build businesses and 7.9 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 2023 Growth & Outlook Survey data submitted directly from DSA members.

State	People Involved in Direct Selling	Retail Sales
Alabama	235,979	\$644M
Alaska	57,441	\$84M
Arizona	316,040	\$791M
Arkansas	140,793	\$364M
California	1,525,948	\$5.3B
Colorado	321,873	\$820M
Connecticut	111,643	\$289M
Delaware	46,620	\$153M
Florida	867,312	\$2.4B
Georgia	421,058	\$1.2B
Hawaii	88,065	\$217M
Idaho	173,297	\$293M
Illinois	510,462	\$1.5B
Indiana	329,115	\$860M
Iowa	178,842	\$520M
Kansas	157,581	\$393M
Kentucky	173,720	\$435M
Louisiana	223,181	\$553M
Maine	116,403	\$187M
Maryland	211,520	\$622M
Massachusetts	188,965	\$498M
Michigan	438,851	\$1.1B
Minnesota	301,336	\$766M
Mississippi	116,066	\$465M
Missouri	267,029	\$651M
Montana	107,802	\$200M
Nebraska	128,669	\$363M
Nevada	226,875	\$492M
New Hampshire	77,255	\$145M

State	People Involved in Direct Selling	Retail Sales
New Jersey	306,174	\$1B
New Mexico	88,874	\$218M
New York	634,393	\$2.2B
North Carolina	435,486	\$1.4B
North Dakota	67,283	\$157M
Ohio	423,019	\$1.1B
Oklahoma	299,758	\$556M
Oregon	243,569	\$613M
Pennsylvania	463,653	\$1.1B
Rhode Island	52,139	\$115M
South Carolina	207,743	\$520M
South Dakota	75,041	\$160M
Tennessee	360,363	\$890M
Texas	1,513,485	\$4.3B
Utah	163,537	\$515M
Vermont	49,116	\$66M
Virginia	294,094	\$848M
Washington	311,698	\$845M
West Virginia	62,278	\$151M
Wisconsin	275,220	\$809M
Wyoming	35,871	\$95M
District of Columbia	9,647	\$24M
Guam	12,170	\$18M
Puerto Rico	105,478	\$508M
U.S. Virgin Islands	3,157	\$6M
N. Mariana Islands	1,021	\$4M
American Samoa	1,373	\$2M
Overseas U.S. Military	44,619	\$57M

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