

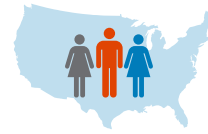
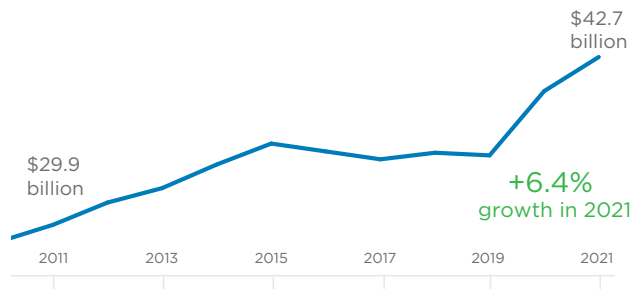


# Direct Selling in the United States 2021 Industry Overview

**Direct selling in the United States achieved record highs in 2021 for retail sales (\$42.7 billion) and customers (44.6 million).** By dividing the \$42.7 billion in sales by the 7.3 million direct sellers in 2021, direct sellers averaged \$5,849 in retail sales in 2021.



## Direct Retail Sales



## 7.3 Million Direct Sellers

**7.3 million direct sellers (a 5.2% decrease over 2020)** built a business full-time (30 or more hours/week) or part-time (fewer than 30 hours/week). These people sell products/services to consumers and may sponsor people to join their team.

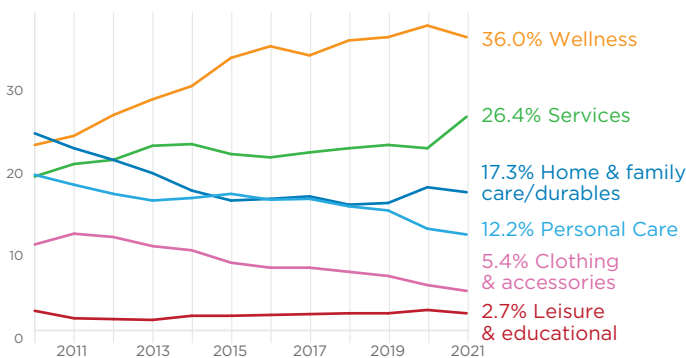
| Category  | Count       |
|-----------|-------------|
| Full-time | 0.5 million |
| Part-time | 6.8 million |

## 44.6 Million Preferred Customers and Discount Buyers

This total figure represents a 7.2% increase over 2020. (And, this figure excludes those who have not signed an agreement with a direct selling company)

| Category            | Count        |
|---------------------|--------------|
| Preferred Customers | 35.7 million |
| Discount Buyers     | 8.9 million  |

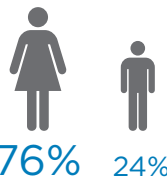
## Sales by Category



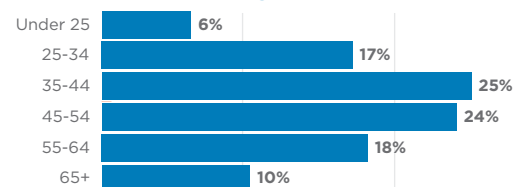
## Demographic Breakdowns

(Demographics include both direct sellers and discount buyers)

### Gender



### Age



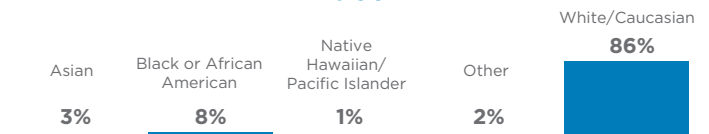
## Sales by State



### Hispanic Ethnicity

23% Hispanic

### Race



Source: DSA 2022 Growth & Outlook Study; For further information visit [www.dsa.org/benefits/research](http://www.dsa.org/benefits/research).

**Direct selling:** A business model that provides entrepreneurial opportunities to individuals as independent contractors to market and/or sell products and services, typically outside of a fixed retail establishment, through one-to-one selling, in-home product demonstrations or online. Compensation is ultimately based on sales and may be earned based on personal sales and/or the sales of others in their sales team.

**Direct sellers** build a business full-time (30 or more hours/week) or part-time (fewer than 30 hours/week) and sell products/services to consumers and may sponsor people to join their team. **Discount buyers** are eligible to purchase, sell, & sponsor, but are product lovers, only purchasing products /services they personally enjoy and use at a discount.

**Preferred customers** have signed a preferred customer agreement with a direct selling company where they may be eligible to pay wholesale prices for products/services. They are not eligible to sell products/services to others, and they are not eligible to earn.

**Note:** Figures above may not sum to 100% due to rounding.