



Direct Selling in the United States 2023 Industry Overview

Direct selling in the United States represents **\$36.7 billion in retail sales** in 2023. In addition, there were **37.7 million customers** and **6.1 million direct sellers**. By dividing the \$36.7 billion in sales by the 6.1 million direct sellers in 2023, direct sellers averaged \$6,016 in retail sales in 2023.



Direct Retail Sales



6.1 Million Direct Sellers*

6.1 million direct sellers (a 9% decrease over 2022) built a business full-time (30 or more hours/week) or part-time (fewer than 30 hours/week) representing a 'correction' after the hypergrowth of the pandemic. These people sell products/services to consumers and may sponsor people to join their team.

Full-time
0.5 million

Part-time
5.6 million

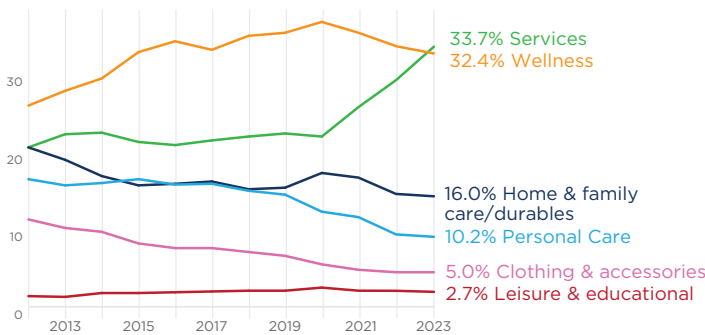
37.7 Million Preferred Customers and Discount Buyers*

This total figure represents an 8% decrease over 2022. (And, this figure excludes those who have not signed an agreement with a direct selling company)

Preferred Customers
30.8 million

Discount Buyers
6.9 million

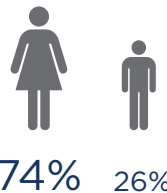
Sales by Category



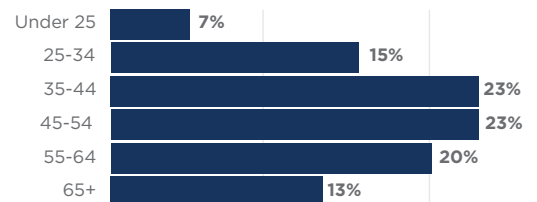
Demographic Breakdowns

(Demographics include both direct sellers and discount buyers)

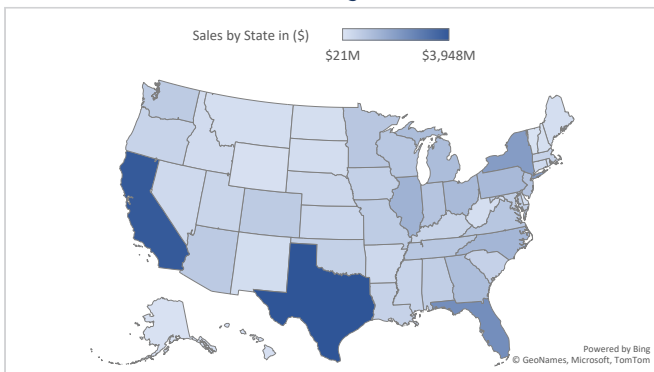
Gender



Age



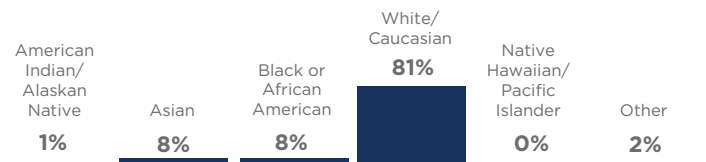
Sales by State



Hispanic Ethnicity

20% Hispanic

Race



Source: DSEF 2024 Growth & Outlook Study; For further information visit www.dsa.org/benefits/research.

Direct selling: 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 wholesales 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.

(*) 13 million people in the U.S. had signed or renewed independent contractor sales agreements with direct selling companies in 2023. Of these 13 million, 6.1 million were direct sellers who worked to build businesses and 6.9 million were discount buyers who purchased products for their own use but chose not to build a business.

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