

DSGF Impact of Direct Selling by State, 2023





13 million people in the U.S. signed or renewed independent contractor sales agreements with direct selling companies in 2023. Of these 13 million, 6.1 million 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. These estimated direct sales and people-involved figures are extrapolated based on 2024 Growth &Outlook Survey data submitted directly from DSA members.

State	People Involved in Direct Selling	Retail Sales
State	in Direct Selling	Retail Sales
Alabama	200,985	\$603M
Alaska	31,732	\$64M
Arizona	276,377	\$705M
Arkansas	126,571	\$329M
California	1,339,211	\$3.8B
Colorado	297,479	\$691M
Connecticut	93,508	\$293M
Delaware	42,822	\$143M
Florida	787,157	\$2.4B
Georgia	366,473	\$1.1B
Hawaii	55,018	\$122M
Idaho	94,347	\$236M
Illinois	489,877	\$1.4B
Indiana	335,065	\$869M
Iowa	199,689	\$559M
Kansas	155,536	\$381M
Kentucky	162,659	\$431M
Louisiana	161,728	\$489M
Maine	44,791	\$161M
Maryland	198,564	\$604M
Massachusetts	157,715	\$484M
Michigan	435,233	\$1.1B
Minnesota	333,042	\$813M
Mississippi	97,719	\$458M
Missouri	244,251	\$652M
Montana	66,402	\$167M
Nebraska	126,205	\$351M
Nevada	104,341	\$289M
New Hampshire	45,900	\$130M

State	People Involved in Direct Selling	Retail Sales
New Jersey	280,841	\$897M
New Mexico	78,278	\$193M
New York	647,190	\$2B
North Carolina	423,257	\$1.3B
North Dakota	58,155	\$168M
Ohio	463,766	\$1.2B
Oklahoma	233,784	\$517M
Oregon	177,892	\$461M
Pennsylvania	461,250	\$1.2B
Rhode Island	29,516	\$101M
South Carolina	197,675	\$509M
South Dakota	65,205	\$175M
Tennessee	280,475	\$796M
Texas	1,300,996	\$3.9B
Utah	151,527	\$404M
Vermont	19,678	\$56M
Virginia	310,663	\$816M
Washington	252,849	\$681M
West Virginia	57,544	\$157M
Wisconsin	285,168	\$800M
Wyoming	39,378	\$95M
District of Columbia	9,378	\$21M
Guam	6,544	\$7M
Puerto Rico	50,055	\$524M
U.S. Virgin Islands	934	\$3M
N. Mariana Islands	1,380	\$2M
American Samoa	1,831	\$2M
Overseas U.S. Military	34,396	\$36M

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