



Direct Selling in the United States

2020 Industry Overview

Direct selling in the United States achieved record highs in 2020 for retail sales (\$40.1 billion), sellers (7.7 million), and customers (more than 41.6 million) during 2020. By dividing the \$40.1 billion in sales by the 7.7 million direct sellers, direct sellers averaged \$5,208 in retail sales in 2020. (Hover your mouse over the charts below to see exact figures)



Direct Retail Sales



7.7 Million Direct Sellers

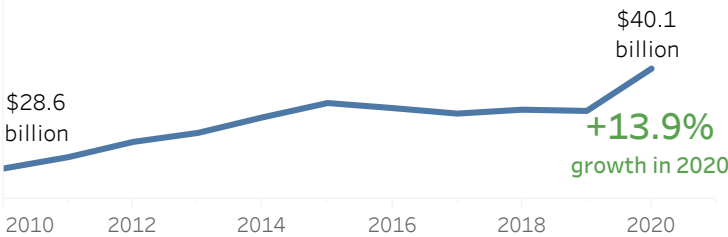
7.7 million direct sellers (a 13.2% increase over 2019) built a business full-time (30 or more hours/week) or part-time (fewer than 30 hours/week). These people sell products/services to consumers and may sponsor people to join their team.

Full-time

Part-time

0.9 million

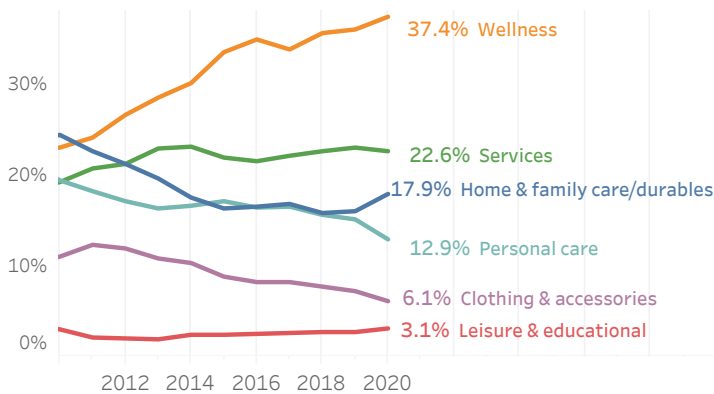
6.8 million



Sales by Product Category

41.6 Million Preferred Customers and Discount Buyers

This total figure represents a 12.7% increase over 2019. (And, this figure excludes those who have not signed an agreement with a direct selling company).



Preferred Customers

Discount Buyers

32.6 million

9.0 million

Demographic Breakdowns

(Demographics include both direct sellers and discount buyers)

Gender

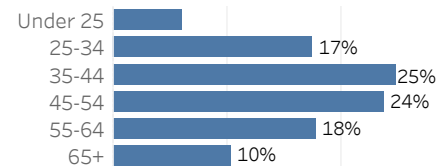
Age



75%



25%



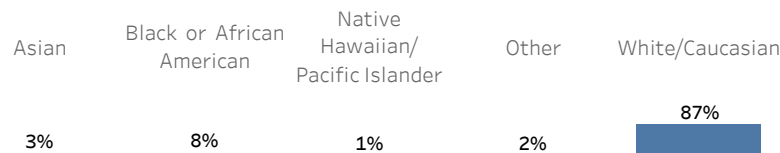
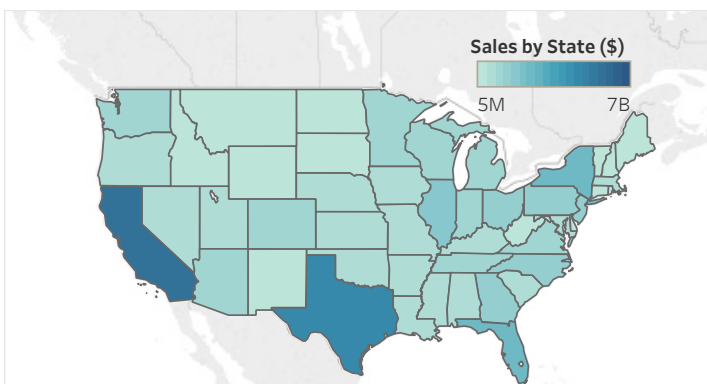
Sales by State

Hispanic Ethnicity:

22% Hispanic

Note: U.S. Census Bureau reports Hispanic Ethnicity and Race separately, and so does DSA.

Race



Source: DSA 2021 Growth & Outlook Study; For further information visit www.dsa.org/benefits/research

Definitions

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.