

TRENDS IMPACTING THE DIRECT SELLING INDUSTRY



1. Future of shopping

Direct selling is uniquely suited to enhance the in-person shopping experience to win over potential customers.



68%

of Americans don't like shopping online because they can't see, touch or try on what they're buying.

Additionally, digital isolation has led to a yearning for more intimate and high-touch shopping interactions. Direct selling companies are well positioned to foster intimacy, but how can technology further amplify your consumer connections?

2. Workforce trends

With greater interest in creative second careers, direct selling companies can attract the growing Boomer segment with unique propositions that fit their post-retirement lifestyle.



74%

of Boomers want the ability to work on and off when they want after they retire.

Younger employees are placing greater importance on careers with meaning over money. Direct selling companies need to appeal to a more idealistic workforce, leveraging values such as helpfulness, open-mindedness, learning and knowledge. Keeping workers/salesforce engaged and feeling a sense of purpose will be essential.

3. Communications

Direct sellers must leverage social channels creatively to boost awareness and encourage personal recommendations.

2 in 5



Americans learn about new brands and products from social networking sites.

Communications must be tailored to consumers' waning attention spans and quick decision-making. Direct selling companies need to make communications succinct and as memorable as it can be. (Think succinct, visual and memorable).

4. Innovation

The #1 definition of innovation is an easier way of doing something. The direct selling industry needs to simplify the buying experience for its customers.



With stress levels at an all-time high, Americans need mental health solutions. There is an opportunity for Direct Selling companies to provide solutions, particularly important are consumers' rising needs for sleep, de-stress, and focus.

5. Demographic trends

As households shrink, direct sellers will need to tailor their offerings and communications to emphasize flexibility.



58%

of Americans expect to be living alone for the foreseeable future.

With households taking numerous new shapes, brands and marketers have to evaluate new tactics to reach them. From more single parents needing self-care solutions or marketing portraying more diverse and inclusive family types, the direct selling industry must keep current with the ever-changing nuances of the American consumer.

For additional information, please contact Ben Gamse, bgamse@dsa.org

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