

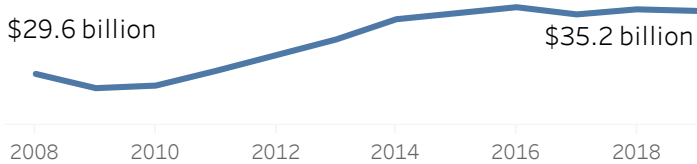
Direct Selling in the United States

2019 Industry Overview

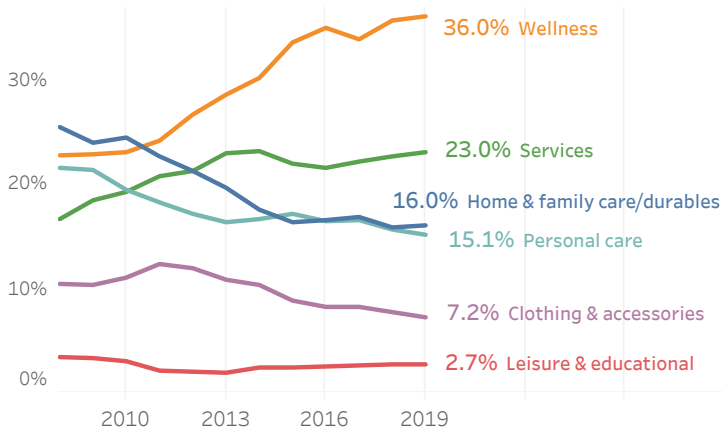
Direct selling in the United States represents **\$35.2 billion in retail sales** in 2019. DSA has refined data collection to better separate direct sellers from customers. This new research from DSA's Growth & Outlook Report shows there were **6.8 million direct sellers** and **36.9 million customers** during 2019. By dividing the \$35.2 billion in sales by the 6.8 million direct sellers, direct sellers averaged \$5,176 in retail sales per year.



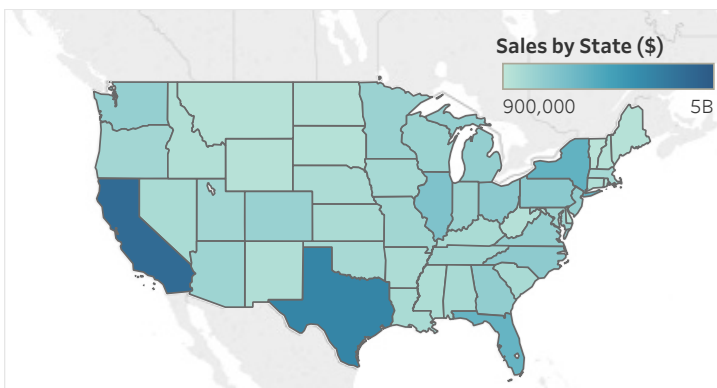
Direct Retail Sales



Sales by Product Category



Sales by State



Direct Sellers

6.8 million 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

Full-time	Part-time
0.9 million	5.9 million

More than 36.9 Million Customers

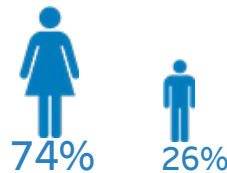
(Excludes those who have not signed an agreement with a direct selling company)

Discount Buyers	Preferred Customers
9.6 million	27.3 million

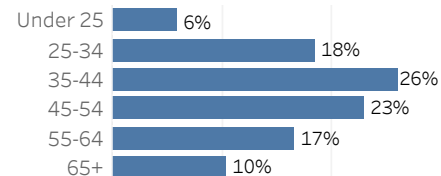
Demographic Breakdowns

(Demographics include both direct sellers and discount buyers)

Gender



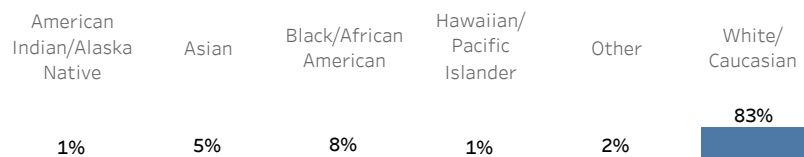
Age



Hispanic Ethnicity

Hispanic	20%
Non-Hispanic	80%

Race



Source: DSA 2020 Growth & Outlook Report: U.S. Direct Selling in 2019; 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