

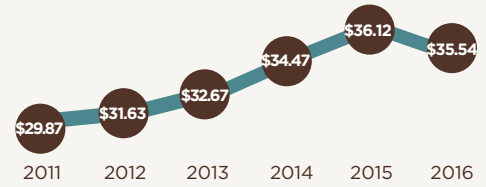


DIRECT SELLING ASSOCIATION

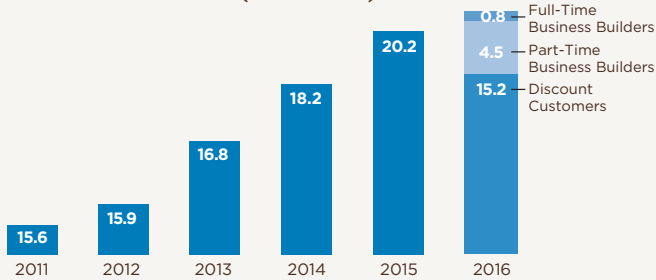
Direct Selling in 2016: An Overview

A record **20.5 million people** were involved in direct selling in the United States in 2016, a 1.5% increase from the previous year. These people are affiliated with direct selling companies, and are eligible to purchase products at a discount, and resell them at a profit. They are also eligible to sponsor others to do the same. **5.3 million are building independent businesses as direct sellers**, meaning they are actively managing a customer base and possibly sponsoring others to do the same. 800,000 of these people are full-time and 4.5 million are part time. In addition, **15.2 million** others receive a discount on products and services that they personally enjoy and use. Estimated direct retail sales of \$35.54 billion in 2016 is the second most in direct selling history.

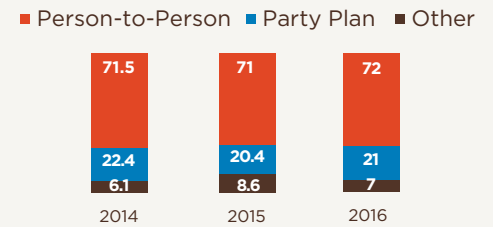
U.S. Retail Sales (in billions)



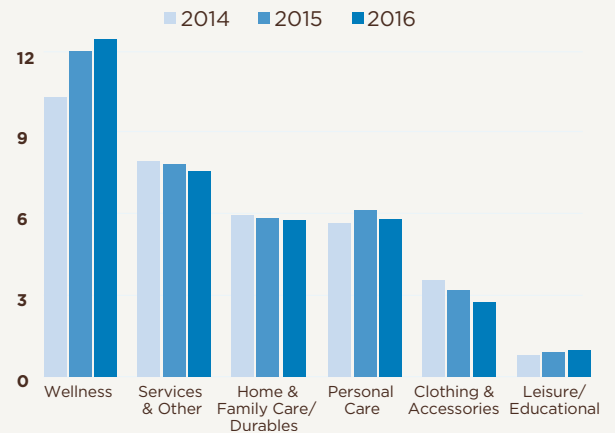
People Involved in Direct Selling (in millions)



Percentage by Sales Strategy

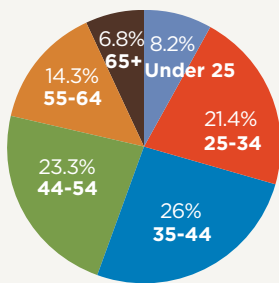


Sales by Major Product Group (in billions)

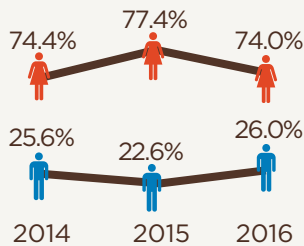


Note: Starting in 2014, adults products were moved from Other to Leisure & Educational.

People Involved by Age

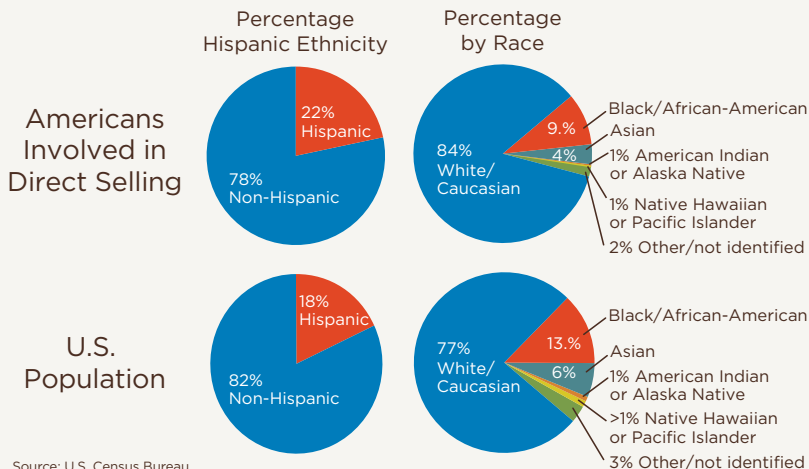


People Involved by Gender



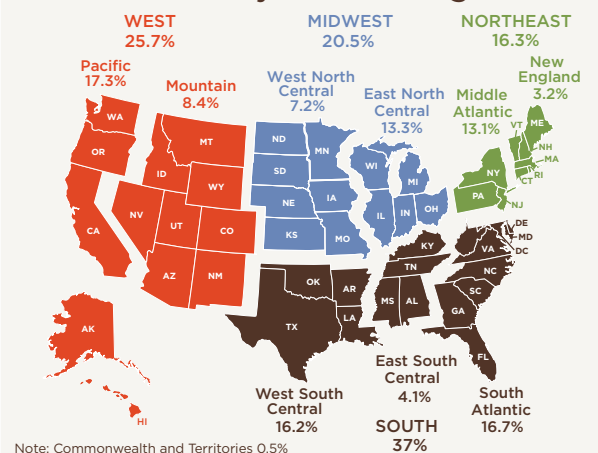
Ethnic and Racial Demographics

Direct selling reflects America.



Source: U.S. Census Bureau

Sales by Census Region



Note: Commonwealth and Territories 0.5%

Source: 2017 Growth & Outlook Report: U.S. Direct Selling in 2016; For further information visit www.dsa.org/benefits/research.