

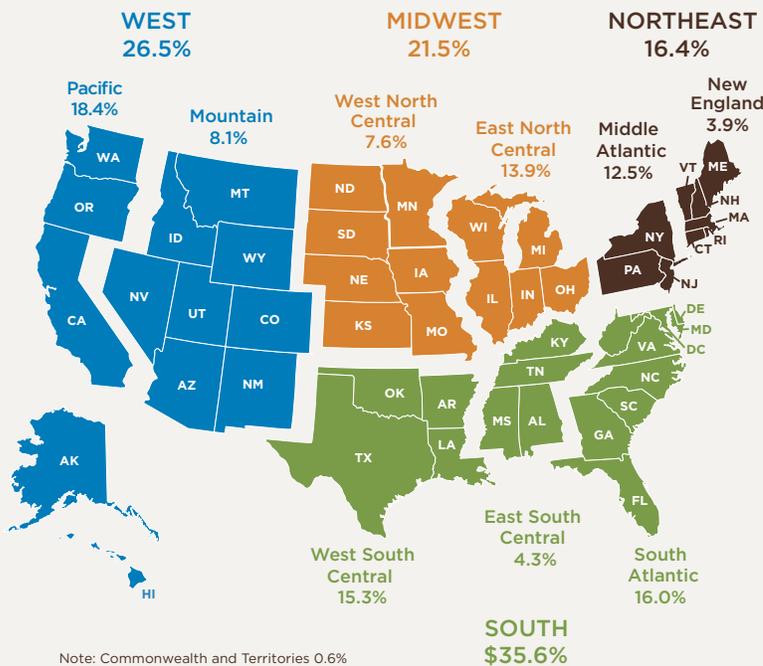
Direct Selling in 2013: An Overview

Nearly 17 million people (16.8) were involved in direct selling in the United States in 2013, with estimated retail sales reaching \$32.67 billion. The direct sales channel continues to experience steady growth, as more individuals generated more revenue in 2013 than any year previously.

U.S. Retail Sales
(in billions)

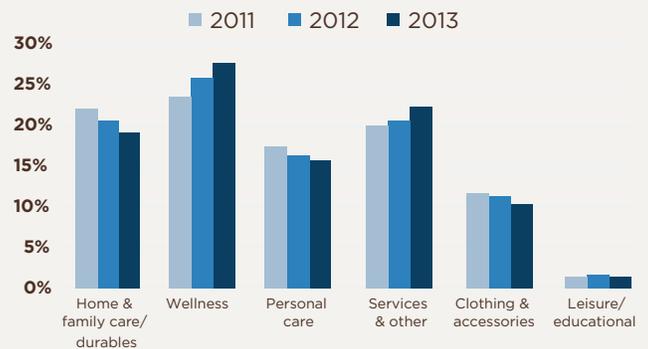


Sales by Census Region

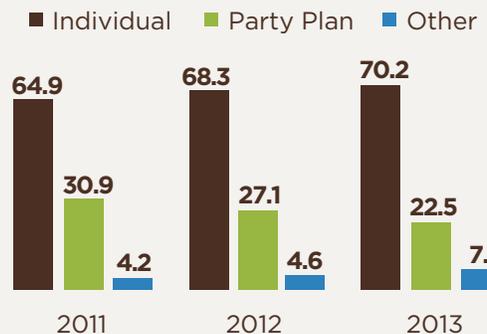


Note: Commonwealth and Territories 0.6%

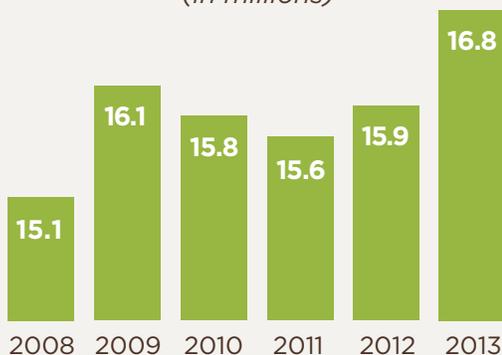
Sales by Major Product Group



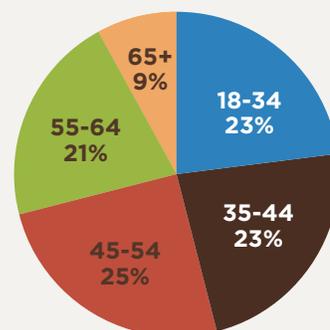
Sales by Sales Strategy



Direct Sales Representatives
(in millions)



Direct Sellers by Age*



*Totals may not sum to 100% due to rounding

Direct Sellers by Gender

