Direct Selling in 2014: An Overview

Over 18 million people (18.2) were involved in direct selling in the United States in 2014, with estimated retail sales reaching $34.5 billion, a 5.5% increase from 2013. The direct sales channel continues to experience steady growth, as more individuals generated more revenue in 2014 than any year previously.

People Involved in Direct Selling

<table>
<thead>
<tr>
<th>Year</th>
<th>People Involved (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>16.1</td>
</tr>
<tr>
<td>2010</td>
<td>15.8</td>
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<tr>
<td>2011</td>
<td>15.6</td>
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<tr>
<td>2012</td>
<td>15.9</td>
</tr>
<tr>
<td>2013</td>
<td>16.8</td>
</tr>
<tr>
<td>2014</td>
<td>18.2</td>
</tr>
</tbody>
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U.S. Retail Sales

- 2009: $28.33 billion
- 2010: $28.56 billion
- 2011: $32.56 billion
- 2012: $32.67 billion
- 2013: $31.63 billion
- 2014: $34.47 billion (5.5% increase)

Percentage by Sales Strategy

- Person-to-Person: 68.3% in 2012, 70.2% in 2013, 71.3% in 2014
- Party Plan: 27.1% in 2012, 22.5% in 2013, 22.4% in 2014
- Other: 4.6% in 2012, 7.3% in 2013, 6.1% in 2014

Sales by Major Product Group

- Home & family care/durables: 32.5% in 2012, 32.7% in 2013, 33.3% in 2014
- Wellness: 24.3% in 2012, 24.6% in 2013, 24.7% in 2014
- Personal care: 11.7% in 2012, 12.2% in 2013, 12.5% in 2014
- Services & other: 15.1% in 2012, 15.4% in 2013, 15.6% in 2014
- Clothing & accessories: 12.7% in 2012, 13.1% in 2013, 13.3% in 2014
- Leisure/educational: 9.2% in 2012, 9.5% in 2013, 9.7% in 2014

Sales by Census Region

- WEST: 24.3% of 2014 sales
- MIDEAST: 20.5% of 2014 sales
- NORTHEAST: 17.4% of 2014 sales
- SOUTH: 37.4% of 2014 sales
- Midwest: 13.4% of 2014 sales
- Middle Atlantic: 13.7% of 2014 sales
- New England: 3.6% of 2014 sales

Ethnic and Racial Demographics

- Americans Involved in Direct Selling: 79% Non-Hispanic, 21% Hispanic
- U.S. Population: 82.9% Non-Hispanic, 17.1% Hispanic

Source: U.S. Census Bureau: USA People QuickFacts data updated 6/30/14 for 2013; http://quickfacts.census.gov/qfd/states/00000.html


Note: Starting in 2014, adult products were moved from Other to Leisure & Educational. For 2014, there are no products or services in Other.