

U.S. Direct Selling Data



	2007	2008	2009	2010	2011	2012	2013	2014
U.S. Direct Sales Volume								
In billions	\$30.80	\$29.60	\$28.33	\$28.56	\$29.87	\$31.63	\$32.67	\$34.47
Percent change		-3.9	-4.3	0.8	4.6	5.9	3.3	5.5
Percent of Sales by Major Product Group								
Home & family care/home durables	25.6	25.4	23.9	24.4	22.6	21.2	19.6	17.5
Wellness	21.4	22.7	22.8	23.0	24.1	26.6	28.5	30.1
Personal care	*	21.5	21.3	19.4	18.2	17.1	16.3	16.6
Services & other	16.2	16.6	18.4	19.2	20.7	21.2	22.9	23.1
Clothing & accessories	*	10.4	10.3	11.0	12.3	11.9	10.8	10.3
Leisure & educational	4.0	3.4	3.3	3.0	2.1	2.0	1.9	2.4
*Clothing & accessories/personal care 32.8%								
Note: Starting in 2014, adults products were moved from Other to Leisure & Educational. For 2014, there are no products or services in Other.								
Percent of Sales by Sales Strategy								
Individual/person-to-person	64.5	66.3	64.3	63.5	64.9	68.3	70.2	71.5
Party plan/group selling	27.7	25.7	25.4	27.9	30.9	27.1	22.5	22.4
Other	7.8	8.0	10.3	8.6	4.2	4.6	7.3	6.1
Note: Question wording changed in data year 2011.								
Percent of Sales by Census Region								
<i>Northeast</i>	18.3	16.1	15.8	16.4	16.2	16.4	17.2	17.3
New England	n/a	4.3	4.1	3.9	3.6	3.6	3.8	3.6
Middle Atlantic	n/a	11.8	11.7	12.5	12.6	12.8	13.4	13.7
<i>Midwest</i>	23.3	21.7	20.8	21.5	21.8	21.7	21.5	20.5
East North Central	n/a	14.3	13.8	13.9	14.3	14.4	14.3	13.4
West North Central	n/a	7.4	7.0	7.6	7.5	7.3	7.2	7.1
<i>South</i>	31.6	35.1	34.8	35.6	36.8	36.6	36.7	37.4
South Atlantic	n/a	18.6	15.9	16.0	17.5	17.4	17.1	16.5
East South Central	n/a	5.1	4.1	4.3	5.3	5.3	4.9	4.6
West South Central	n/a	11.4	14.8	15.3	14.0	13.9	14.7	16.3
<i>West</i>	26.8	27.1	28.6	26.5	24.6	24.7	24.1	24.3
Mountain	n/a	8.2	9.1	8.1	7.5	7.4	7.3	7.4
Pacific	n/a	18.9	19.5	18.4	17.1	17.3	16.8	16.9
<i>Commonwealths & Territories</i>	n/a	n/a	n/a	n/a	0.6	0.6	0.5	0.5
Compensation Structure								
Multilevel firms vs. single-level firms								
Percent of sales	97.3/2.7	96.3/3.7	97.1/2.9	96.9/3.1	95.5/4.5	95.6/4.4	97.0/3.0	97.1/2.9
Percent of sellers	98.2/1.8	99.4/0.6	99.6/0.4	99.2/0.8	97.7/2.3	98.5/1.5	98.6/1.4	98.8/1.2
Percent of firms	95.0/5.0	93.8/6.2	94.2/5.8	93.1/6.9	92.2/7.8	95.1/4.9	95.2/4.8	95.7/4.3
U.S. Direct Sellers								
In millions	15.0	15.1	16.1	15.8	15.6	15.9	16.8	18.2
Percent change		0.7	6.6	-1.9	-1.3	1.9	5.7	8.3
Percent of Direct Sellers by Gender								
Female	87.9	86.4	82.4	81.8	78.1	76.6	74.2	74.4
Male	12.1	13.6	17.6	18.2	21.9	23.4	25.8	25.6
Percent of Direct Sellers by Time Worked								
Part-time (0-29 hours per week)	90.1	91.1	92.5	91.1	88.8	88.9	93.9	n/a
Full-time	9.9	8.9	7.5	8.9	11.2	11.1	6.1	n/a

Source: 2015 Growth & Outlook Report: U.S. Direct Selling in 2014. For further information, visit www.dsa.org/research/industry-statistics or contact DSA's Sr. VP of Public Affairs, Paul Skowronek at 202-452-8866.

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