

# Table of Contents

<b>1. Note from DSA’s President</b>	<b>Page 3</b>
<b>2. Background, Objectives, and Methodology</b>	<b>Page 4</b>
<b>3. Executive Summary</b>	<b>Page 5</b>
<ul style="list-style-type: none"> <li>• Why the Direct Selling Industry Declined, and How to Return to Growth</li> <li>• U.S. Direct Retail Sales at \$34.9 Billion</li> <li>• 18.6 Million People Are Involved in Direct Selling</li> </ul>	
<b>4. Economic Context</b>	<b>Page 10</b>
<ul style="list-style-type: none"> <li>• U.S. GDP and Total Retail Sales Show Steady Growth in 2017</li> <li>• Consumer Expectations Remain High</li> <li>• E-Commerce Rapid Growth Continues</li> <li>• Unemployment Declines Further</li> </ul>	
<b>5. Direct Retail Sales</b>	<b>Page 15</b>
<ul style="list-style-type: none"> <li>• Direct Sales Down in 2016 &amp; 2017 But Up Over Past 30 years with CAGR of 5%</li> <li>• Product/Service Breakdown - Despite Decline, Wellness Remains Largest Category</li> <li>• Wellness and Service Categories -Previous Drivers of Growth Are Now Drivers of Decline</li> <li>• Person-to-Person Selling Continues to Grow as the Predominant Sales Strategy</li> <li>• Direct Sales Occur in Every Region and State</li> </ul>	
<b>6. Industry Outlook</b>	<b>Page 21</b>
<b>7. Salesforce Statistics</b>	<b>Page 23</b>
<ul style="list-style-type: none"> <li>• Salesforce Experiences 9.3% Decline</li> <li>• Salesforce Segmentation by Activity Level</li> <li>• Salesforce Remains Predominantly Female</li> <li>• Salesforce Reflects the U.S. Population</li> <li>• Number of U.S. Households with Someone Involved in Direct Selling Drops Significantly in 2017</li> </ul>	
<b>8. Conclusion</b>	<b>Page 28</b>
<b>9. Appendix</b>	<b>Page 29</b>
<ul style="list-style-type: none"> <li>• Methodology: <ul style="list-style-type: none"> <li>• Company Participation in 2018</li> <li>• Other Data Sources</li> </ul> </li> <li>• Top 20 Largest DSA Member Companies</li> <li>• Survey Respondent Benchmarking Data <ul style="list-style-type: none"> <li>• New and Larger Companies Are More Likely to Have Experienced Growth in 2017</li> <li>• Corporate Employee Benchmarking</li> <li>• Corporate Philanthropy</li> </ul> </li> <li>• Definitions</li> <li>• Endnotes</li> <li>• Acknowledgments</li> <li>• Detailed Tabulations</li> </ul>	

Only participating companies immediately receive a full copy of this report!