

DSA 2021 Growth & Outlook Report Table of Contents

- **EXECUTIVE SUMMARY**
 - Background, Objectives, & Methodology
 - State of Direct Selling
 - Forging the Future
- **STATE OF THE ECONOMY AND DIRECT SELLING IN 2020**
 - U.S. Economic Performance Overview
 - U.S. Retail Sales Trends
 - How Direct Selling Performed
 - U.S. Direct Retail Sales Compared to Global Direct Selling Markets
 - Product & Service Category Trends
 - 2020 Was a Volatile Year for the Labor Market
 - Direct Selling Customers Reach Record High
 - Direct Selling Salesforce Reaches Record High
 - Evolution & Value of Segmentation
 - Salesforce Demographics
- **CURRENT (YTD) TRENDS & INDUSTRY OUTLOOK/ENVISIONING THE PATH FORWARD**
 - Current Macroeconomic Environment & Trends
 - Social Selling Expected to Achieve Double Digit Growth for Next Five Years
 - Structural Shifts in Labor Market and How People Want to Work
 - Exclusive New Analysis from Jefferies
 - Continued Rise of Gig Economy
 - Direct Selling Forecast Summary
 - Forecast Rationale
 - Potential Risk Factors Include: Continued Supply Chain Issues
 - Potential Risk Factors Include: Inflation
 - What Is the Future of Parties?
- **FORGING THE FUTURE**
 - Actionable Recommendations
- **APPENDIX**
 - Methodology
 - Definitions
 - DSA's Industry Research Committee
 - Direct Selling Shows Long-Term Growth Trajectory
 - Additional Gold Research Customer Experience Analysis
- **DETAILED TABULATIONS**