



DIRECT SELLING ASSOCIATION

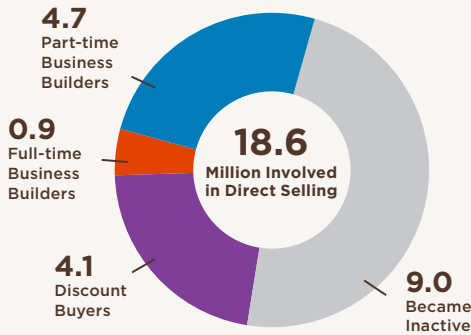
# Direct Selling in the United States: 2017 Facts and Data

In 2017, 18.6 million people were involved in direct selling in the United States, which is the world's largest direct selling market. Their participation varies from those who join direct selling companies as discount buyers, to those who pursue building a business on a part-time as well as full-time basis. Some share and sell the products at in-home or online parties, while others prefer a face-to-face approach. The data from the most recent United States Direct Selling Association's Growth and Outlook report provides insight on the various motivations for involvement in the direct selling channel.

## The Direct Selling Population

18.6 million\* direct selling representatives

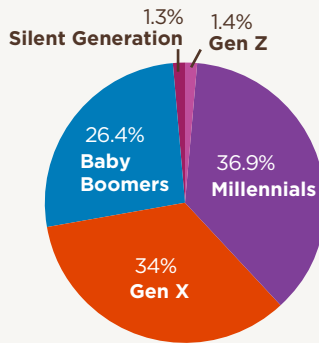
### 2017 Direct Selling Business Activity



Note: Figures do not sum to total due to rounding

### People Involved by Age

Direct selling provides flexible, entrepreneurial opportunities to all ages

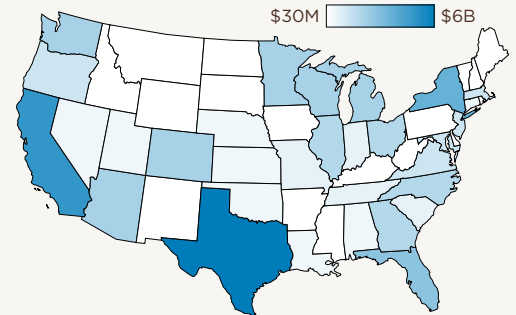


## U.S. Retail Sales

\$34.9 billion in estimated retail sales

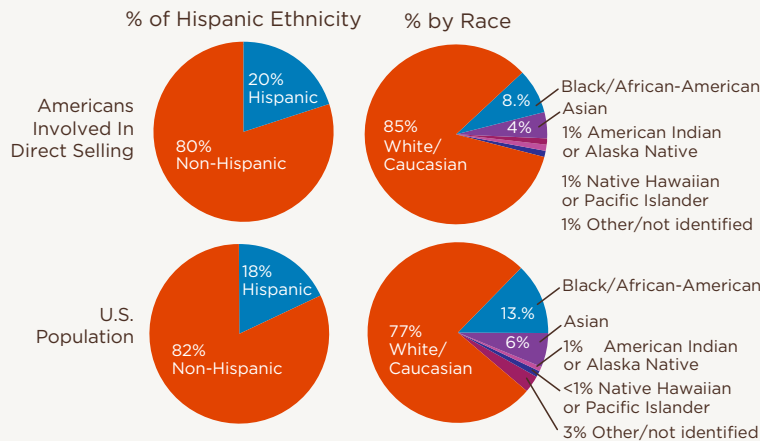
### Sales by State

There is direct selling activity in every U.S. territory and state with Texas, California, New York, Florida, and Illinois as top five.



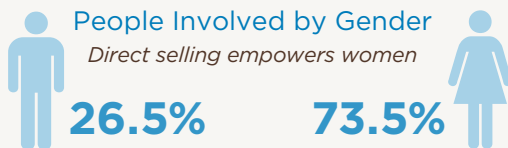
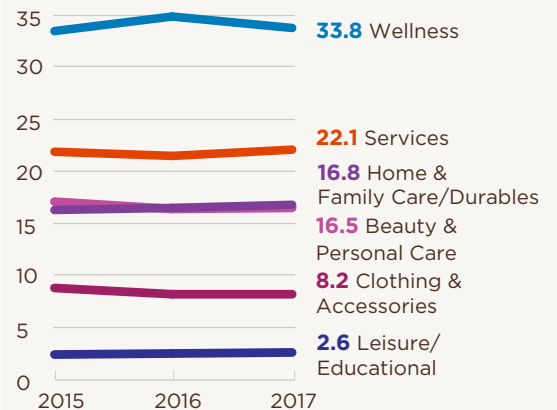
## Ethnic and Racial Demographics

Direct selling reflects America



## Percentage Sales by Product/Service Group

Wellness remains the largest product/service category



Direct selling empowers women

Source: 2018 Growth & Outlook Report: U.S. Direct Selling in 2017; For further information visit [www.dsa.org/benefits/research](http://www.dsa.org/benefits/research).

\*People Involved in Direct selling are: traditionally called Direct Sellers. Terms vary and often they are called distributors, associates, representatives, consultants, or other terms. These are ALL the people who have signed an agreement with OR renewed with a direct selling company in the past year. They are eligible to pay wholesale prices for products; eligible to keep retail profit on sales to others if they opt to retail; and eligible to sponsor. This group does NOT include preferred or registered customers.

Direct selling is a business model that offers entrepreneurial opportunities to individuals as independent contractors to market and/or sell products and services, typically outside of a fixed retail establishment, through one-to-one selling, in-home product demonstrations or online. Compensation is ultimately based on sales and may be earned based on personal sales and/or the sales of others in their sales organizations.