Direct Selling in the United States
2020 Industry Overview

Direct selling in the United States achieved record highs in 2020 for retail sales ($40.1 billion), sellers (7.7 million), and customers (more than 41.6 million) during 2020. By dividing the $40.1 billion in sales by the 7.7 million direct sellers, direct sellers averaged $5,208 in retail sales in 2020.

Direct Retail Sales

$28.6 billion

$40.1 billion

+13.9% growth in 2020

2010   2012   2014   2016   2018   2020
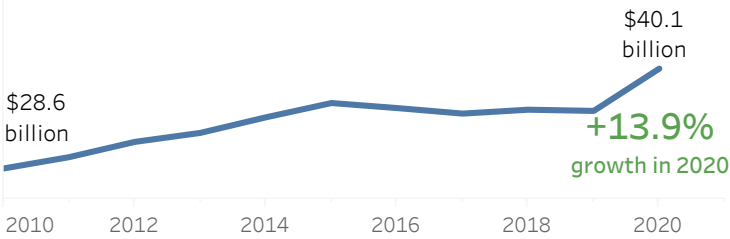
7.7 Million Direct Sellers

7.7 million direct sellers (a 13.2% increase over 2019) built a business full-time (30 or more hours/week) or part-time (fewer than 30 hours/week) . These people sell products/services to consumers and may sponsor people to join their team.
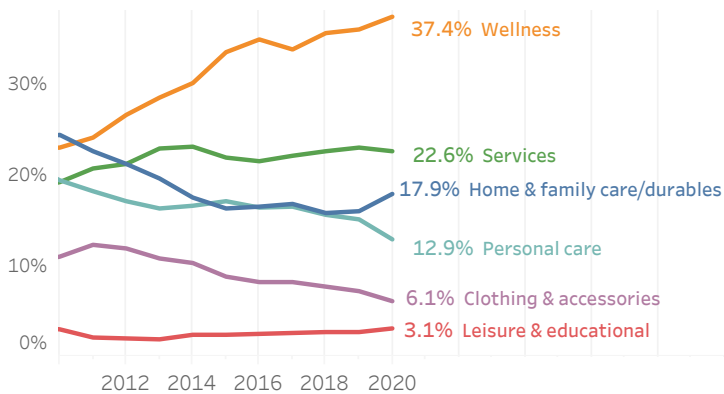
Full-time	Part-time
0.9 million	6.8 million

Sales by Product Category

- 37.4% Wellness
- 22.6% Services
- 17.9% Home & family care/durables
- 12.9% Personal care
- 6.1% Clothing & accessories
- 3.1% Leisure & educational

30%
20%
10%
0%

2012   2014   2016   2018   2020

41.6 Million Preferred Customers and Discount Buyers

This total figure represents a 12.7% increase over 2019. (And, this figure excludes those who have not signed an agreement with a direct selling company).
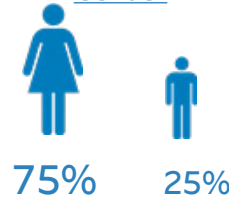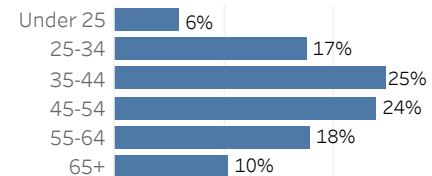
Preferred Customers	Discount Buyers
32.6 million	9.0 million

Demographic Breakdowns
(Demographics include both direct sellers and discount buyers)

Gender

75%   25%

Age

Age	
Under 25	6%
25-34	17%
35-44	25%
45-54	24%
55-64	18%
65+	10%

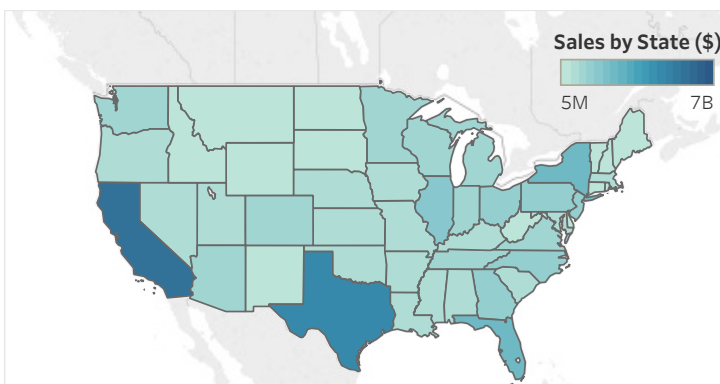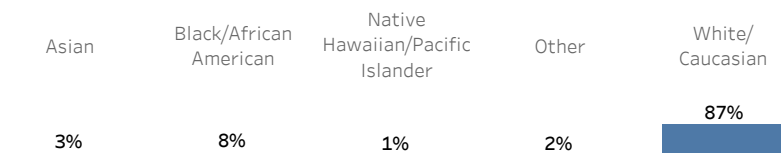### Hispanic Ethnicity:

22% Hispanic

Note: U.S. Census Bureau reports Hispanic Ethnicity and Race separately, and so does DSA.

Race

Asian	Black/African American	Native Hawaiian/Pacific Islander	Other	White/Caucasian
3%	8%	1%	2%	87%

Sales by State

Sales by State ($)

5M   7B

Source: DSA 2021 Growth & Outlook Study; For further information visit www.dsa.org/benefits/research

Definitions

Direct selling: A business model that provides 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 team.

Direct sellers build a business full-time (30 or more hours/week) or part-time (fewer than 30 hours/week) and sell products/services to consumers and may sponsor people to join their team.

Discount buyers are eligible to purchase, sell, & sponsor, but are product lovers, only purchasing products /services they personally enjoy and use at a discount.

Preferred customers have signed a preferred customer agreement with a direct selling company where they may be eligible to pay wholesales prices for products/services. They are not eligible to sell products/services to others, and they are not eligible to earn.

Note: Figures above may not sum to 100% due to rounding.