

Economic Impact of Direct Selling In the United States

Direct selling is a vital component of the US economy. Independent direct sellers are the primary engine of its success and the powerhouse behind the channel's economic impact. By selling products and services that meet a wide range of consumer needs, they drive retail sales, household spending, supply chain, manufacturing, and tax revenues.

THE DIRECT SELLING INDUSTRY IS POWERED BY INDEPENDENT CONTRACTORS IN ALL 50 STATES



U.S. TAX REVENUES FROM DIRECT SELLING



NATIONALLY, \$1.00 IN DIRECT SELLING RETAIL SALES DRIVES \$2.34 OF ECONOMIC ACTIVITY

