

[YOUR COMPANY] is Part of a \$111.4 Billion Channel and Growing

Direct Selling contributes \$111.4 billion annually to the U.S. economy, supporting supply chains, household spending, and government revenues. With more than 6 million individuals actively engaged in direct selling by earning supplemental income and/or building their own business, the industry remains a vital force in retail and beyond. Plus, the research shows an impressive trajectory, citing a 34% increase in total economic impact since 2016.

Learn more about the economic and fiscal contributions of direct selling in the Direct Selling Education Foundation's report, "Economic Impact of Direct Selling in the United States," available [here](#).