

Consumer interest in buying from direct sellers is on the rise

The Direct Selling Education Foundation's 2024 Consumer Attitudes Study highlights the top reasons consumers buy from direct sellers: supporting small business owners like you in their community, access to unique products like ours, knowledgeable sellers and personal customer service.

The study found that since 2019, positive perceptions of direct selling have jumped 21%. Even better, consumers are 27% more likely to buy from a direct seller today than they were just a few years ago. 4 out of 5 have a neutral to favorable opinion of our method of shopping.

77% of survey respondents are looking for flexible work options: one in three expressed specific interest in direct selling. The top motivators for most? Earning extra income, flexible schedules, low start-up costs and partnering with a trustworthy brand. These are the very the heart of the opportunity we offer.

Source: Direct Selling Education Foundation 2024 Consumer Attitudes Study, Ipsos