

Americans are increasingly seeking and participating in entrepreneurial opportunities. This study highlights a growing interest in flexible options like direct selling, a channel that offers personal service, unique products and community.

Why They Buy | Top reasons consumers buy from direct sellers



Supporting small business owners in their community
(70% of consumers feel good about this)



Knowledgeable sellers



Personalized customer service



Convenience

What They Think | Consumer attitudes about purchasing from direct sellers are up since 2019

- ▲ 21% increase in positive perception of direct selling
- ▲ 27% more likely to purchase from a direct seller
- ▲ 4 out of 5 have a neutral to favorable opinion of this method of shopping

What They Want | Flexible entrepreneurial opportunities like direct selling



77% of survey participants are interested in flexible work options



1 in 3 express a specific interest in the direct selling opportunity



Interest in earning extra income is a top reason people consider direct selling

Direct Selling Delivers | Top attributes important to potential entrepreneurs

- Earning supplemental income
- Trustworthy brands
- A sense of purpose
- Flexible work schedules
- Low-risk options with low start-up costs

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

About the Direct Selling Education Foundation

DSEF engages and educates the public about how direct selling empowers individuals, supports communities, and strengthens economies. For more than 50 years, the Foundation has partnered with members of the academic community to support research and education programs.

These programs engage more than 200 professors in a variety of disciplines including marketing, entrepreneurship, ethics, consumer studies, business and economics to expand knowledge and understanding of the fundamental principles of direct selling.