

# The Economic Impact of Direct Selling

IN THE UNITED STATES



IN 2016

**\$83.11 billion** was the total economic impact of direct selling in the United States



IN 2016

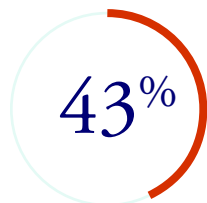
**\$35.54 billion** was generated by direct selling in retail sales in the United States—the second-highest in direct selling history



IN 2016

**20.5 million** individuals in the U.S. were involved with the direct selling industry

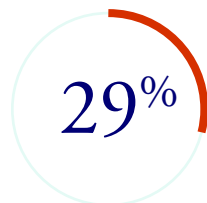
## 3 Effects that contribute to the economic impact direct selling has on the U.S. economy:



→ **\$35.54**  
BILLION

### DIRECT EFFECT

Retail sales or spending on goods and services



→ **\$24.06**  
BILLION

### INDIRECT EFFECT

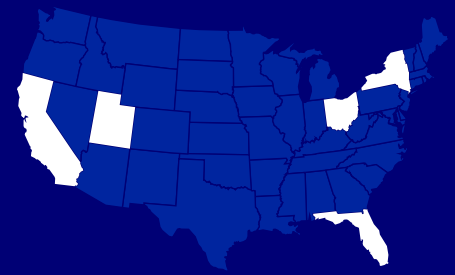
Spending on goods and services *in the supply chain*



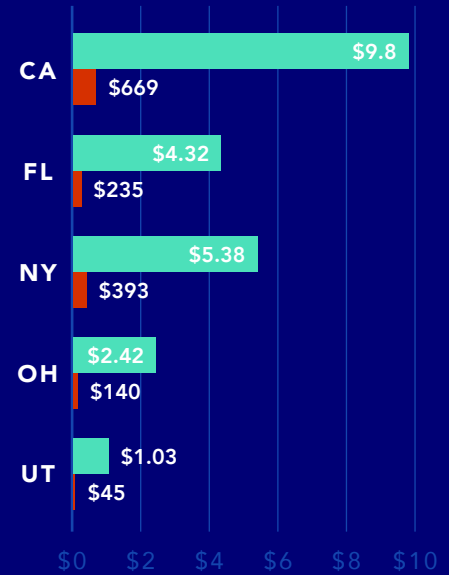
→ **\$23.51**  
BILLION

### INDUCED EFFECT

Spending on goods and services *by households in which a member worked* for a direct selling company or supply chain company



## Economic & Fiscal Impact of Direct Selling by State\*



● Economic Impact (billions of dollars)  
● State & Local Taxes (millions of dollars)

\*Five states that are diverse in geography and population, California, Florida, New York, Ohio and Utah, were selected to illustrate the state-level economic impact of direct selling activity in 2016.

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### SOURCE:

"The Economic Impact of Direct Selling Activity in the United States" in 2016 prepared by Robert A. Peterson, PhD, The University of Texas at Austin, for The Direct Selling Education Foundation.

### FULL STUDY:

[www.dsef.org/articles/economic-impact-direct-selling-activity-united-states-2016/](http://www.dsef.org/articles/economic-impact-direct-selling-activity-united-states-2016/)