

Economic Impact of Direct Selling In the United States

Direct Selling remains a vital component of the U.S. economy, not only through substantial retail sales but also by bolstering supply chains, stimulating household spending, and contributing significantly to tax revenues. Its diverse product offerings cater to various consumer needs, reinforcing its role in the nation's economic landscape.

DIRECT SELLING DOLLARS HAVE GREATER IMPACT THAN OTHER RETAIL CHANNELS

\$1 in direct selling (retail) sales generates a total economic impact of \$2.75.



U.S. TAX REVENUES FROM DIRECT SELLING

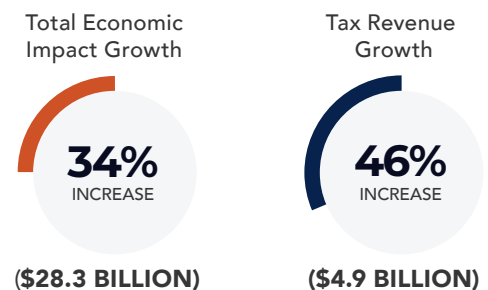


CONTINUED INDUSTRY GROWTH

From 2004 to 2022



From 2016 to 2022



KEY PRODUCT CATEGORIES IN DIRECT SELLING

