

# DSOF Impact of Direct Selling by State, 2025



**U.S. Retail Sales:**  
**\$34.2**  
**billion**



11.6 million people in the U.S. signed or renewed independent contractor sales agreements with direct selling companies in 2025. Of these 11.6 million, 5.2 million worked to build businesses and 6.4 million were discount buyers who purchased products for their own use but chose not to build a business. These estimated direct sales and people-involved figures are extrapolated based on 2026 Growth & Outlook Survey data submitted directly from DSA members.

State	People Involved in Direct Selling	Retail Sales
Alabama	169,970	\$450M
Alaska	16,566	\$65M
Arizona	225,267	\$692M
Arkansas	84,570	\$280M
California	1,258,468	\$3.6B
Colorado	294,345	\$765M
Connecticut	88,242	\$287M
Delaware	34,701	\$99M
Florida	843,845	\$2.3B
Georgia	340,361	\$1.1B
Hawaii	24,516	\$150M
Idaho	91,275	\$249M
Illinois	463,647	\$1.3B
Indiana	287,240	\$837M
Iowa	151,664	\$568M
Kansas	133,397	\$343M
Kentucky	143,028	\$422M
Louisiana	128,110	\$442M
Maine	33,103	\$89M
Maryland	204,825	\$627M
Massachusetts	132,404	\$487M
Michigan	319,795	\$939M
Minnesota	228,715	\$629M
Mississippi	81,963	\$288M
Missouri	214,223	\$618M
Montana	57,877	\$163M
Nebraska	119,394	\$371M
Nevada	97,020	\$306M
New Hampshire	28,427	\$103M

State	People Involved in Direct Selling	Retail Sales
New Jersey	274,881	\$842M
New Mexico	76,930	\$201M
New York	524,907	\$1.8B
North Carolina	416,216	\$1.2B
North Dakota	54,821	\$148M
Ohio	383,937	\$1.1B
Oklahoma	153,457	\$472M
Oregon	141,787	\$378M
Pennsylvania	366,407	\$1.1B
Rhode Island	23,738	\$51M
South Carolina	186,684	\$527M
South Dakota	72,858	\$263M
Tennessee	222,579	\$679M
Texas	1,247,602	\$3.3B
Utah	134,830	\$489M
Vermont	12,070	\$35M
Virginia	287,018	\$889M
Washington	198,771	\$592M
West Virginia	55,829	\$170M
Wisconsin	315,459	\$1.1B
Wyoming	34,962	\$96M
District of Columbia	8,000	\$14M
Guam	2,377	\$6M
Puerto Rico	65,694	\$181M
U.S. Virgin Islands	1,010	\$2M
N. Mariana Islands	174	\$0M
American Samoa	0	\$0M
Overseas U.S. Military	42	\$0.2M

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