

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



U.S. TAX REVENUES FROM DIRECT SELLING



KEY PRODUCT CATEGORIES IN DIRECT SELLING

