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.

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

- **Direct Effect**
  - Retail sales or spending on goods and services
  - $35.54 billion

- **Indirect Effect**
  - Spending on goods and services in the supply chain
  - $24.06 billion

- **Induced Effect**
  - Spending on goods and services by households in which a member worked for a direct selling company or supply chain company
  - $23.51 billion

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Economic & Fiscal Impact of Direct Selling by State*

<table>
<thead>
<tr>
<th>State</th>
<th>Economic Impact (billions of dollars)</th>
<th>State &amp; Local Taxes (millions of dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA</td>
<td>$9.8</td>
<td>$669</td>
</tr>
<tr>
<td>FL</td>
<td>$4.32</td>
<td>$235</td>
</tr>
<tr>
<td>NY</td>
<td>$5.38</td>
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<tr>
<td>OH</td>
<td>$2.42</td>
<td>$140</td>
</tr>
<tr>
<td>UT</td>
<td>$1.03</td>
<td>$45</td>
</tr>
</tbody>
</table>

*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.

**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:**