

Direct Selling in North America: 2022 retail sales

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Countries	2022 Sales (1)			2022 - Individuals active in direct selling (3)	
	Local currency (millions)	USD (2) (millions)	% Sales changes with 2021	Number	% of women
Canada	3375	2593	-18.4% ▼	1108000	87%
United States	40520	40520	-5.0% ▼	14600000	75%
Total		43113	-6.0% ▼	15708000	76%

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(1) Sales figures are expressed at estimated retail level excl. VAT. **Unless otherwise noted, country figures are for the entire industry and are based on research by national direct selling associations including surveys of their member companies.**

(2) 2022 average exchange rates from the IMF were used to convert local currency to US dollars.

(3) Individuals active in direct selling are people who are career minded entrepreneurs building their own business (typically devoting more than 30 hours/week to direct selling activities), or part-time entrepreneurs earning additional income (typically devoting less than 30 hours/week to their direct selling activities). Others may have joined primarily to purchase favourite products at a discount price.