

Direct Selling in North America: 2023 retail sales

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Countries	2023 Sales (1)			2023 - Individuals active in direct selling (3)	
	Local currency (millions)	USD (2) (millions)	% Sales changes with 2022	Number	% of women
Canada	3175	2352	-5.9% ▼	1143000	84%
United States	36660	36660	-9.5% ▼	12990000	74%
Total		39012	-9.3% ▼	14133000	75%

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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) 2023 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.