

# Impact of Direct Selling by State, 2021



**U.S. Retail Sales:**  
**\$42.7**  
**billion**



16.2 million people in the U.S. had signed independent contractor sales agreements with direct selling companies in 2021. Of these 16.2 million, 7.3 million worked to build businesses and 8.9 million were discount buyers who purchased product for their own use but chose not to build a business. These estimated direct sales and people involved figures are extrapolated based on 2022 Growth & Outlook Survey data submitted directly from DSA members.

State	People Involved in Direct Selling	Retail Sales
Alabama	274,354	\$717M
Alaska	39,408	\$86M
Arizona	339,522	\$830M
Arkansas	163,232	\$418M
California	1,696,202	\$5B
Colorado	355,923	\$823M
Connecticut	119,181	\$298M
Delaware	54,313	\$169M
Florida	931,137	\$2.4B
Georgia	423,875	\$1.3B
Hawaii	94,512	\$232M
Idaho	182,451	\$328M
Illinois	576,929	\$1.5B
Indiana	348,365	\$897M
Iowa	206,395	\$581M
Kansas	187,578	\$425M
Kentucky	199,494	\$508M
Louisiana	249,688	\$627M
Maine	124,457	\$212M
Maryland	239,052	\$687M
Massachusetts	202,088	\$545M
Michigan	538,088	\$1.2B
Minnesota	375,054	\$903M
Mississippi	137,520	\$461M
Missouri	308,837	\$744M
Montana	105,690	\$203M
Nebraska	133,435	\$368M
Nevada	236,263	\$444M
New Hampshire	81,273	\$166M

State	People Involved in Direct Selling	Retail Sales
New Jersey	330,107	\$1B
New Mexico	100,098	\$251M
New York	744,438	\$2.1B
North Carolina	482,028	\$1.4B
North Dakota	76,806	\$186M
Ohio	488,284	\$1.3B
Oklahoma	319,307	\$629M
Oregon	271,519	\$611M
Pennsylvania	484,096	\$1.3B
Rhode Island	54,253	\$123M
South Carolina	233,065	\$567M
South Dakota	82,694	\$179M
Tennessee	391,537	\$982M
Texas	1,649,583	\$4.7B
Utah	188,846	\$540M
Vermont	47,180	\$70M
Virginia	341,861	\$881M
Washington	339,438	\$834M
West Virginia	83,758	\$207M
Wisconsin	308,522	\$864M
Wyoming	45,085	\$136M
District of Columbia	12,546	\$25M
Guam	14,162	\$20M
Puerto Rico	130,681	\$585M
U.S. Virgin Islands	3,866	\$8M
N. Mariana Islands	480	\$1M
American Samoa	35,655	\$20M
Overseas U.S. Military	15,799	\$40M