



Euromonitor  
International

# Direct Selling in the US

March 2024

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## Direct Selling in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Direct selling value sales continue to decline in 2023  
FTC is taking a harder look at direct selling  
Direct selling brands increasingly look to bricks-and-mortar retail

#### PROSPECTS AND OPPORTUNITIES

Direct selling expected to continue to struggle over the forecast period  
The pro-ageing trend offers opportunities for direct sellers  
TikTok Shop's embrace of social commerce and livestreaming may benefit direct sellers

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Retail in 2023: The big picture  
E-commerce marketplaces with ties to China make a huge impact in the US in 2023  
The proposed Kroger-Albertsons merger hits a snag  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
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