

Direct Selling in the UK Fast Facts: 2023

- The retail sales of the Direct Selling Association's c.50 member companies total **approximately £1 billion per annum**.
 - *Source: DSA 2022.*
- **Approximately half a million (500,000) people** work as independent sales representatives in the UK via DSA members.
 - *Source: DSA 2022.*
- **The average monthly amount earned is £481**, with the majority of people doing so on a part-time basis to fit around family commitments or another job.
 - *Source: DSA Consultant Survey 2021, sample size 4,031*
- **Direct selling is an industry dominated by women:** 96% of those working in the UK direct selling sector are women.
 - *Source: DSA Consultant Survey 2022, sample size 1,558*
- For the majority of people (73%), **direct selling is not their main source of income**.
 - *Source: DSA Consultant Survey 2022, sample size 1,558*
- **64% of people working in direct selling have another job;** 30% a part time job and 34% a full-time job.
 - *Source: DSA Consultant Survey 2022, sample size 1,558*
- **44% of UK independent direct sellers from DSA member companies have school aged children**, demonstrating the popularity of direct selling as a way of earning that can be fitted flexibly around family, and other, commitments.
 - *Source: DSA Consultant Survey 2022, sample size 1,558*
- **The majority (42%) of direct sellers work less than 10 hours per week** on their direct selling business.
 - *Source: DSA Consultant Survey 2022, sample size 1,558*
- **The evening (after 7pm) is the most popular time of day** for direct sellers to work on their direct selling business, followed by the hours of 9 – 2.30pm.
 - *Source: DSA Consultant Survey 2022, sample size 1,558*
- **Social media is the most important method of selling** for direct sellers (46%), followed by one-to-one sales in person (35%).
 - *Source: DSA Consultant Survey 2022, sample size 1,558*
- **Ultra-flexible earning – 64% of direct sellers scale their direct selling work up and down** to suit other commitments or how much they are looking to earn each month.
 - *Source: DSA Consultant Survey 2022, sample size 1,558*

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- Almost a **third (29%) of direct sellers are degree educated**, and a further 10% have undertaken post-graduate level studies.
 - *Source: DSA Consultant Survey 2022, sample size 1,558*

- **The top 5 reasons for starting a direct selling business are:**
 1. A love of the products (61%)
 2. More flexibility (39%)
 3. To work from home (38%)
 4. To be own boss (33%)
 5. To improve work/life balance (28%)
 - *Source: DSA Consultant Survey 2022, sample size 1,558*

- **The top 3 reasons given as to why customers value buying from an independent direct seller are:**
 1. Quality products (83%)
 2. Buying from a friend (51%)
 3. Supporting an independent business (42%)
 - *Source: DSA Consultant Survey 2022, sample size 1,558*

- **About the Direct Selling Association:**
 - The Direct Selling Association (DSA) was established in 1965 and is the recognised trade body for the direct selling industry in the UK and is committed to upholding standards in the industry, and to promoting and encouraging best practice.
 - DSA membership has been granted to approximately two thirds of the UJ's direct selling companies
 - Always look for the DSA logo before choosing a company to work with – DSA member companies must adhere to strict Codes of Conduct which offer both seller and consumer greater levels of protection.
 - It is easy and cheap to start your own direct selling business - on average £100 and many Direct Selling Association (DSA) member companies are free to join.
 - www.dsa.org.uk

- **About the DSA's Consultant Survey 2022:** An online survey of 1,558 independent direct selling consultants across the DSA's member companies, undertaken between August – October 2022.