

## Direct Selling in the UK Fast Facts: 2024

- The retail sales of the Direct Selling Association's c.50 member companies total **approximately £1 billion per annum**.
  - *Source: DSA 2023*
- **Approximately half a million (500,000) people** work as independent sales representatives in the UK via DSA members.
  - *Source: DSA 2023.*
- **The average monthly amount earned is £833**, with the majority of people doing so on a part-time basis to fit around family commitments or another job.
  - *Source: DSA Consultant Survey 2023, sample size 983*
- **Direct selling is an industry dominated by women:** 95% of those working in the UK direct selling sector are women.
  - *Source: DSA Consultant Survey 2023, sample size 983*
- For the majority of people (66%), **direct selling is not their main source of income**.
  - *Source: DSA Consultant Survey 2023, sample size 983*
- **55% of people working in direct selling have another job;** 29% a part time job and 26% a full-time job.
  - *Source: DSA Consultant Survey 2023, sample size 983*
- **35% 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 2023, sample size 983*
- **39% of direct sellers work less than 10 hours per week** on their direct selling business.
  - *Source: DSA Consultant Survey 2023, sample size 983*
- **Between 9.00-14.30 is the most popular time of day** for direct sellers to work on their direct selling business, followed by after 19.00.
  - *Source: DSA Consultant Survey 2023, sample size 983*
- **54% make sales via a mix of traditional methods** (parties and catalogues) and online / via social media. Followed by 39% making all of their sales via social media.
  - *Source: DSA Consultant Survey 2023, sample size 983*
- **Ultra-flexible earning – 55% 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 2023, sample size 983*

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- Almost a **third (26%) of direct sellers are degree educated**, and a further 9% have undertaken post-graduate level studies.
  - *Source: DSA Consultant Survey 2023, sample size 983*
  
- **The top 5 reasons for starting a direct selling business are:**
  1. To work from home (42%)
  2. To be own boss (41%)
  3. More flexibility (40%)
  4. To improve work/life balance (34%)
  5. Financial Pressures/rising cost of living (29%)
  - *Source: DSA Consultant Survey 2023, sample size 983*
  
- **The top 3 reasons given as to why customers value** buying from an independent direct seller are:
  1. Quality products (78%)
  2. Personal Recommendations and advice (72%)
  3. Value for money (38%)
  - *Source: DSA Consultant Survey 2023, sample size 983*
  
- **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. It is committed to upholding standards in the industry, and to promoting and encouraging best practice.
  - 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](http://www.dsa.org.uk)
  
- **About the DSA's Consultant Survey 2023:** An online survey of 983 independent direct selling consultants across the DSA's member companies, undertaken between June – September 2023.