

North America Direct Selling Market Report and Forecast 2023-2028

Market Report | 2023-10-24 | 170 pages | EMR Inc.

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Report description:

North America Direct Selling Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the North America direct selling market is projected to grow at a CAGR of 4.80% between 2023 and 2028 to reach a value of USD 71.54 billion by 2028. Aided by the shift towards entrepreneurial ventures and the allure of flexible working conditions, coupled with the integration of technology in sales strategies, the market is expected to grow significantly by 2028.

Direct selling, an age-old method of selling products directly to consumers outside a retail environment, has witnessed a renaissance of sorts in North America. This model eliminates middlemen from the supply chain, allowing individuals to run their own businesses, selling products or services directly to consumers through relationship referrals and word-of-mouth marketing. The categories that have particularly thrived in this domain include beauty and personal care, health and wellness, and home care products.

One of the primary propellers of the North American direct selling market growth is the allure of flexible work timings and the opportunity it presents for individual entrepreneurship. As more individuals, especially from the younger demographics, seek alternative income sources and flexible job roles, direct selling emerges as an attractive avenue, allowing for work-life balance and the possibility of uncapped earnings based on one's efforts.

As per the North America direct selling market analysis, the integration of technology has further rejuvenated the direct selling landscape. While traditionally reliant on face-to-face interactions, the industry has seen a significant digital transformation. Social media platforms, e-commerce portals, and dedicated apps have played pivotal roles in this shift, enabling sellers to reach a broader audience, conduct virtual product demonstrations, and streamline the ordering process. This amalgamation of direct selling with digital tools has not only expanded the market's reach but also attracted a tech-savvy generation of direct sellers. Further bolstering the North America direct selling market demand is the increasing emphasis on personalisation and community building. In an age where consumers are inundated with generic advertisements, the personalised approach of direct selling stands out. Direct sellers, through product demonstrations and personalised interactions, can cater to individual consumer needs, leading to higher customer satisfaction and loyalty. The community-building aspect, where consumers often become advocates and then sellers themselves, creates a self-sustaining growth model for the industry.

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Market Segmentation

The market can be divided based on type, application, and country.

Market Breakup by Type

- Single-Level Marketing
- Multi-Level Marketing

Market Breakup by Application

- Wellness
- Cosmetics
- Household Goods
- Others

Market Breakup by Country

- United States of America
- Canada

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the North America direct selling market. Some of the major players explored in the report by Expert Market Research are as follows:

- Amway Corp.
- Herbalife Nutrition Ltd.
- Nu Skin Enterprises, Inc.
- Tupperware
- USANA Health Sciences, Inc.
- Scentsy, Inc.
- Beachbody, LLC
- Plexus Worldwide, LLC
- Nature's Sunshine Products, Inc.
- For Days
- Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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