

Direct Selling in the US

Market Direction | 2025-02-28 | 41 pages | Euromonitor

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Report description:

Direct selling experienced another year of declining sales in the US in current value terms in 2024. The channel continues to struggle in the US market for several reasons. The recruitment of sales representatives has been challenging, given the tight labour market conditions of the last two years. In addition, heightened scrutiny of the channel by the US Federal Trade Commission (FTC) has hurt the channel's image. Direct selling companies have felt pressure to disclose how much commission their...

Euromonitor International's Direct Selling in USA report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Direct Selling market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and

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online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Direct Selling in the US
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List Of Contents And Tables

DIRECT SELLING IN THE US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Another year of declining sales for direct selling in 2024
Bankruptcy and business closures mark direct selling in 2024
Neora experiences a landmark win against the US Federal Trade Commission
PROSPECTS AND OPPORTUNITIES

Direct selling set to maintain its declining trend over the forecast period
Weight loss drugs will disrupt the direct selling channel
New forms of social commerce present both opportunities and competition

CHANNEL DATA

Table 1 Direct Selling by Product: Value 2019-2024
Table 2 Direct Selling by Product: % Value Growth 2019-2024
Table 3 Direct Selling GBO Company Shares: % Value 2020-2024
Table 4 Direct Selling GBN Brand Shares: % Value 2021-2024
Table 5 Direct Selling Forecasts by Product: Value 2024-2029
Table 6 Direct Selling Forecasts by Product: % Value Growth 2024-2029

RETAIL IN THE US

EXECUTIVE SUMMARY

Retail in 2024: The big picture
Exceptionally high grocery prices in 2024 enter the political arena
China-affiliated competitors reset the landscape for retail e-commerce in the US
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 Standard Opening Hours by Channel Type 2024
Seasonality
Christmas
Back to School
Prime Day/Christmas in July
Mother's Day

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024

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Table 9 Sales in Retail Offline by Channel: Value 2019-2024

Table 10 Sales in Retail Offline by Channel: % Value Growth 2019-2024

Table 11 Retail Offline Outlets by Channel: Units 2019-2024

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2019-2024

Table 13 Sales in Retail E-Commerce by Product: Value 2019-2024

Table 14 Sales in Retail E-Commerce by Product: % Value Growth 2019-2024

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 16 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 17 □Sales in Grocery Retailers by Channel: Value 2019-2024

Table 18 □Sales in Grocery Retailers by Channel: % Value Growth 2019-2024

Table 19 □Grocery Retailers Outlets by Channel: Units 2019-2024

Table 20 □Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 21 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 22 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 23 □Sales in Non-Grocery Retailers by Channel: Value 2019-2024

Table 24 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024

Table 25 □Non-Grocery Retailers Outlets by Channel: Units 2019-2024

Table 26 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 27 □Retail GBO Company Shares: % Value 2020-2024

Table 28 □Retail GBN Brand Shares: % Value 2021-2024

Table 29 □Retail Offline GBO Company Shares: % Value 2020-2024

Table 30 □Retail Offline GBN Brand Shares: % Value 2021-2024

Table 31 □Retail Offline LBN Brand Shares: Outlets 2021-2024

Table 32 □Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 33 □Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 34 □Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 35 □Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 36 □Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 37 □Non-Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 38 □Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 39 □Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 40 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029

Table 41 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029

Table 42 □Forecast Sales in Retail Offline by Channel: Value 2024-2029

Table 43 □Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029

Table 44 □Forecast Retail Offline Outlets by Channel: Units 2024-2029

Table 45 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029

Table 46 □Forecast Sales in Retail E-Commerce by Product: Value 2024-2029

Table 47 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029

Table 48 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 49 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 50 □Forecast Sales in Grocery Retailers by Channel: Value 2024-2029

Table 51 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029

Table 52 □Forecast Grocery Retailers Outlets by Channel: Units 2024-2029

Table 53 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 54 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 55 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

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Table 56 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 57 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 58 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 Research Sources

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