

DIRECT SELLING AUSTRALIA

Industry Statistics

2020



DSA BOARD



DIRECT SELLING INDUSTRY

AUSTRALIAN
DSA MEMBERS

2020

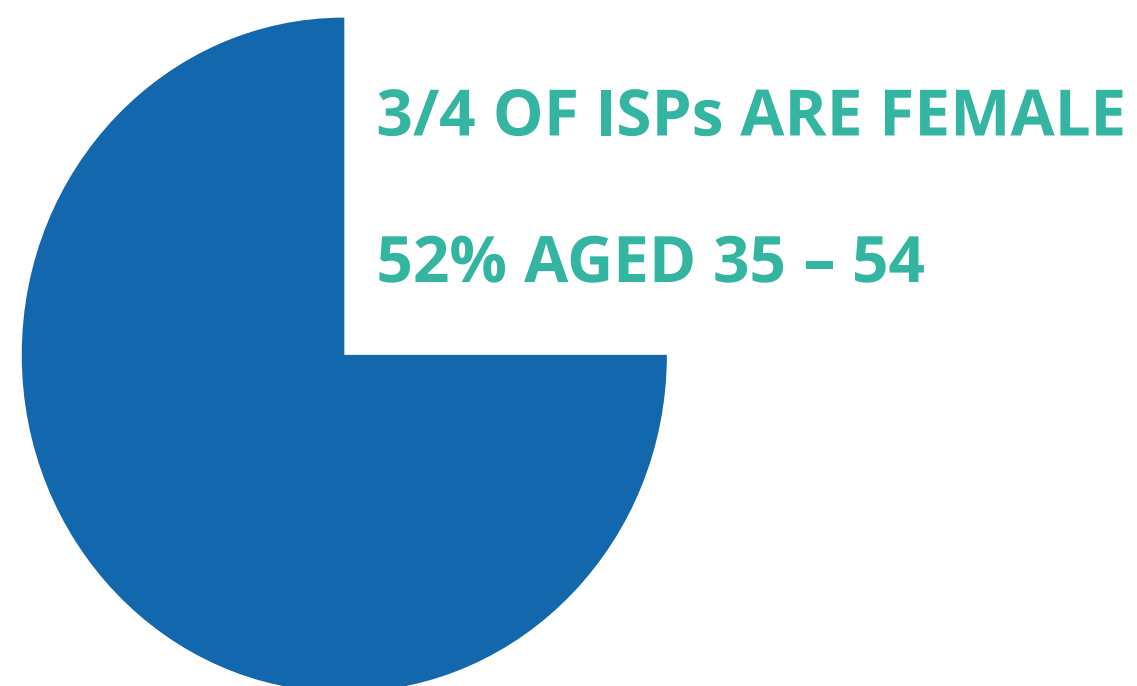


\$1.4 BILLION
AUD RETAIL SALES

DIRECT SELLING INDUSTRY

AUSTRALIA
2020

479,000
TOTAL INDEPENDENT
SALES PERSONS



+15.7%
90,000
FROM 2019

DIRECT SELLING INDUSTRY

AUSTRALIA
2020

TOP PRODUCT SECTORS

WELLNESS

41%

COSMETICS

27%

HOUSEHOLD

18%

DIRECT SELLING INDUSTRY

AUSTRALIA
2020



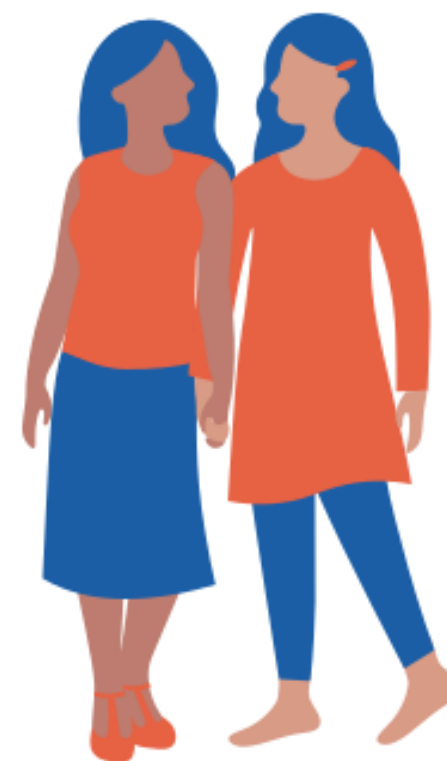
2 MILLION
REGISTERED
CUSTOMERS



463,495
PREFERRED
CUSTOMER
PROGRAM

DIRECT SELLING INDUSTRY

AUSTRALIA
2020

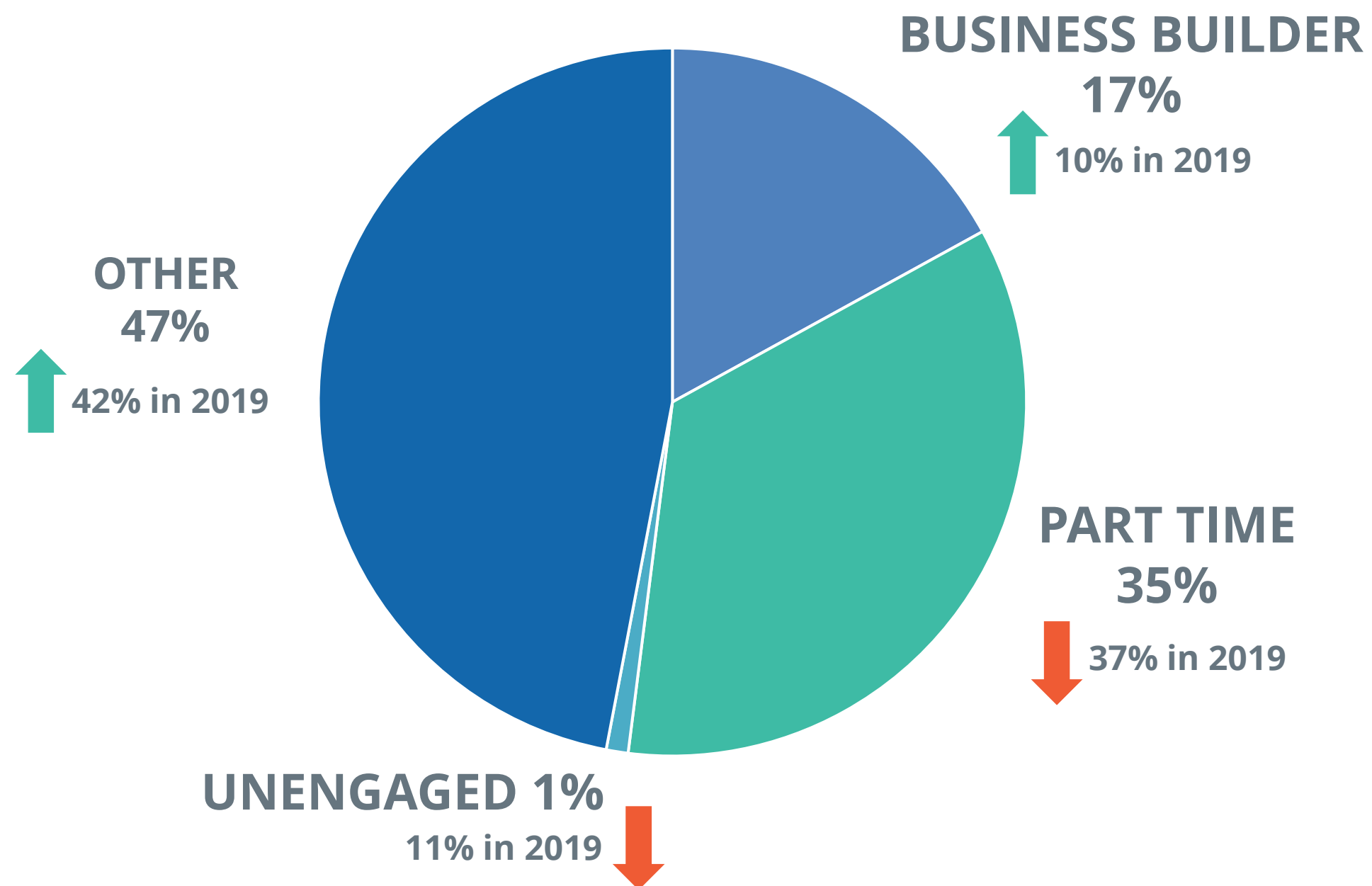


77% WOMEN
INDEPENDENT SALES
PERSONS

DIRECT SELLING INDUSTRY

AUSTRALIA
2020

ISP INVOLVEMENT



DIRECT SELLING INDUSTRY

AUSTRALIA 2020

DSA REPRESENTS
70%
OF THE CHANNEL



LOCATION

METRO
53%



REGIONAL
47%



DIRECT SELLING INDUSTRY

GLOBAL & LOCAL
IMPACT



\$1,658,848
MONETARY DONATIONS
TO AUSTRALIAN CHARITIES

\$192,874
PRODUCT DONATIONS TO
AUSTRALIAN CHARITIES

\$3,332,097
MONETARY DONATIONS
TO OVERSEAS CHARITIES



GET IN TOUCH

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