

# Direct Selling: An Insight

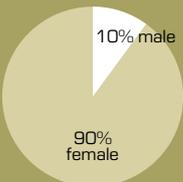
Direct selling is worth in excess of **£2 billion** to the UK economy per annum, and includes some of the UK's best-known and most-loved brands.

The following information includes key findings of a 2018 socio-economic survey of direct selling in the UK & Europe conducted by Ipsos MORI across 11 countries and 30,127 people.

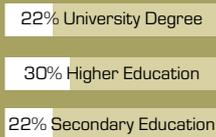
Enjoyable  
**Flexible**  
**Rewarding**  
**Self confidence**  
 Exciting **Fun** Social Easy  
 Freedom **Hard work**  
 Satisfying

## Who are the Direct Sellers in the UK?

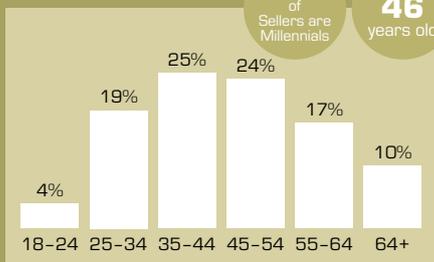
### Gender



### Education (top mentions)



### Age



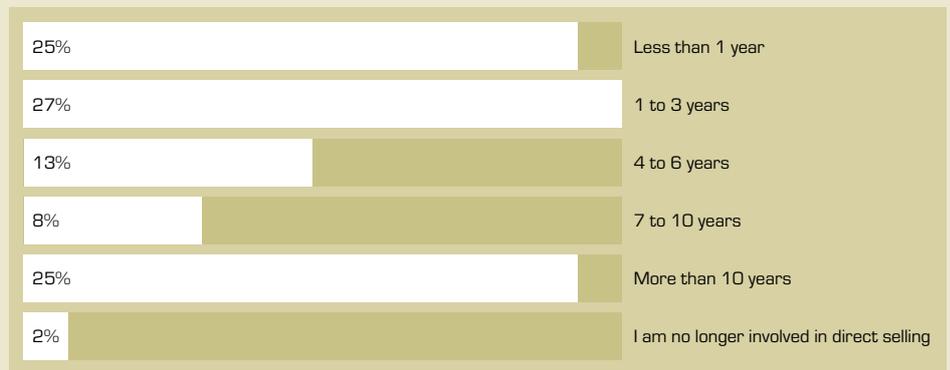
### How long are sellers involved with Direct Selling?



Of those responding to the survey, the average length of time in Direct Selling was 6 years



A quarter of sellers have been involved within the industry for over 10 years

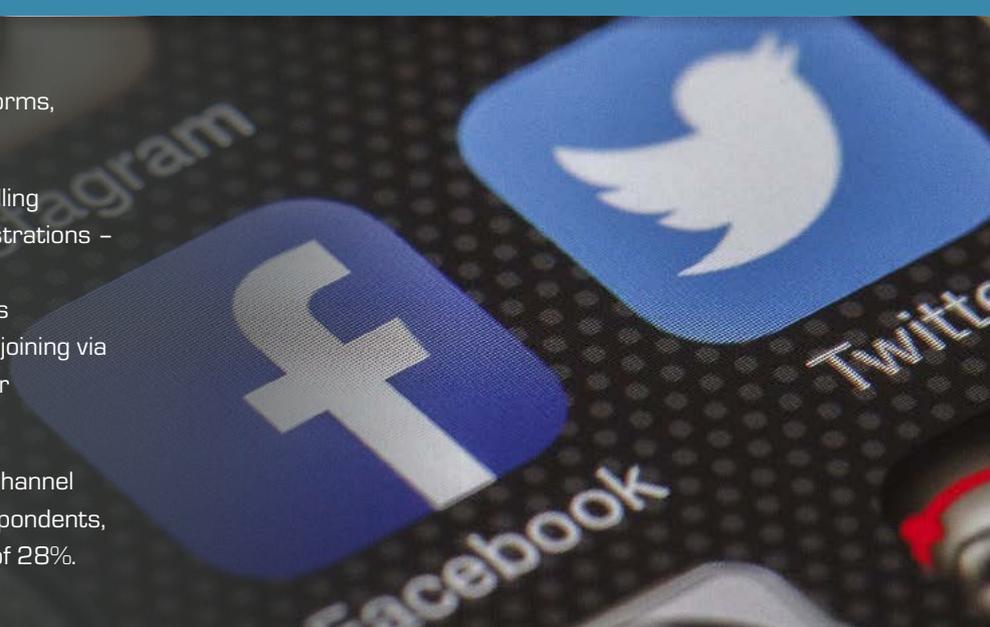


## Ding Dong... social media calling!

The traditional 'home selling' party is evolving... increasingly taking place via social media platforms, and the UK is at the forefront of the trend.

Although the sector's traditional method of selling products – home parties and product demonstrations – still dominates, there is an emerging trend for 'social selling parties' taking place via platforms such as Facebook Live and Skype, with guests joining via their laptop or mobile from the comfort of their own home.

**41%** Social media a top channel for orders in the UK by 41% of respondents, compared to a European average of 28%.



# Why Direct Selling?

**£100**

Direct selling is a highly flexible, low risk, and low cost (usually less than £100 to start up) way of earning additional income.

Direct selling is a great way of earning in an entrepreneurial way, without the common limitations of traditional employment, whether that's inflexible working hours or glass ceilings.

It is far cheaper and lower risk to establish a direct selling business compared to – for example – a franchise business.



## Additional earning

Average monthly income  
**£372**

In the UK, the 3,311 UK respondents to the survey, reported an average income of £372.95 per month from their direct selling business.

**53%**

Over half of those surveyed believe that direct selling can provide the opportunity to become financially independent.

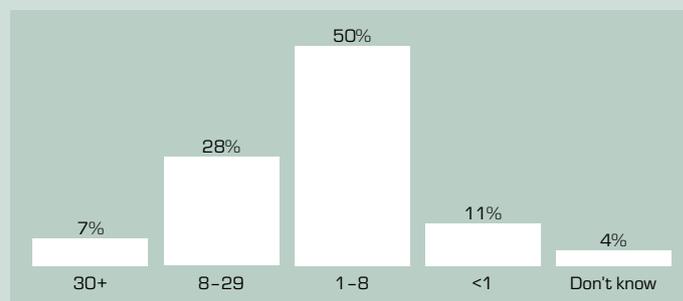
**63%**

Typically, direct selling is undertaken as a flexible way to supplement household incomes. The majority of people (63%) who work in direct selling do so alongside another job.

**425k**  
people

Over 425,000 people work in direct selling in the UK, often doing so to supplement household incomes alongside another job (63%).

### Hours worked per week



## Business satisfaction

**72%**

Direct Sellers are generally very happy with their business, with 72% saying they were satisfied or very satisfied.

**73%**

73% of Direct Sellers tell us that Direct Selling is a great way to earn additional income, but like any other form of earning, it does take effort, with 66% of respondents claiming direct selling requires a lot of hard work.

**61%**

61% of direct sellers claim that direct selling has helped improve their self-esteem and confidence.

## Methodology of the study

This independent study is the first of its kind in a decade, and provides evidence-based understanding of the direct selling sector and the individuals involved in it. Ipsos conducted this study over a two-month period (Feb–April 2018), via online surveys of direct sellers. Participants are from databases of direct sellers provided by Seldia and direct selling companies. Responses were received across all 11 markets from over 30,000 direct sellers, giving great insights into their daily lives. Data are weighted to reflect the direct selling population across the respective countries.



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