

# 2023 Ipsos Survey of Direct Sellers



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\* Results based on 25,896 survey completes. Online survey conducted by Ipsos between 27 March and 21 April 2023 in 12 EU Countries (CZ, EE, FR, DE, IT, NL, LV, LT, PL, SK, ES, SE)

By

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The European  
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in collaboration with

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*The 2023 Ipsos survey results confirm our sector's contribution to personal and professional development, while affirming the enduring significance of in-person interactions in direct selling. By pooling resources and expertise, we can better support and empower European direct sellers and direct selling companies, and foster a thriving entrepreneurial ecosystem."*

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*Cultivating a deep understanding of today's European direct sellers is paramount in shaping the future of sector. The collaboration between SELDIA and Direct Selling Europe underscores the importance of partnerships in quantifying knowledge and gaining insights across Europe."*



**Laure Alexandre**  
Executive Director, Seldia



**Oscar Cano Arias**  
Managing Director, DSE

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# Direct Sellers' Profile



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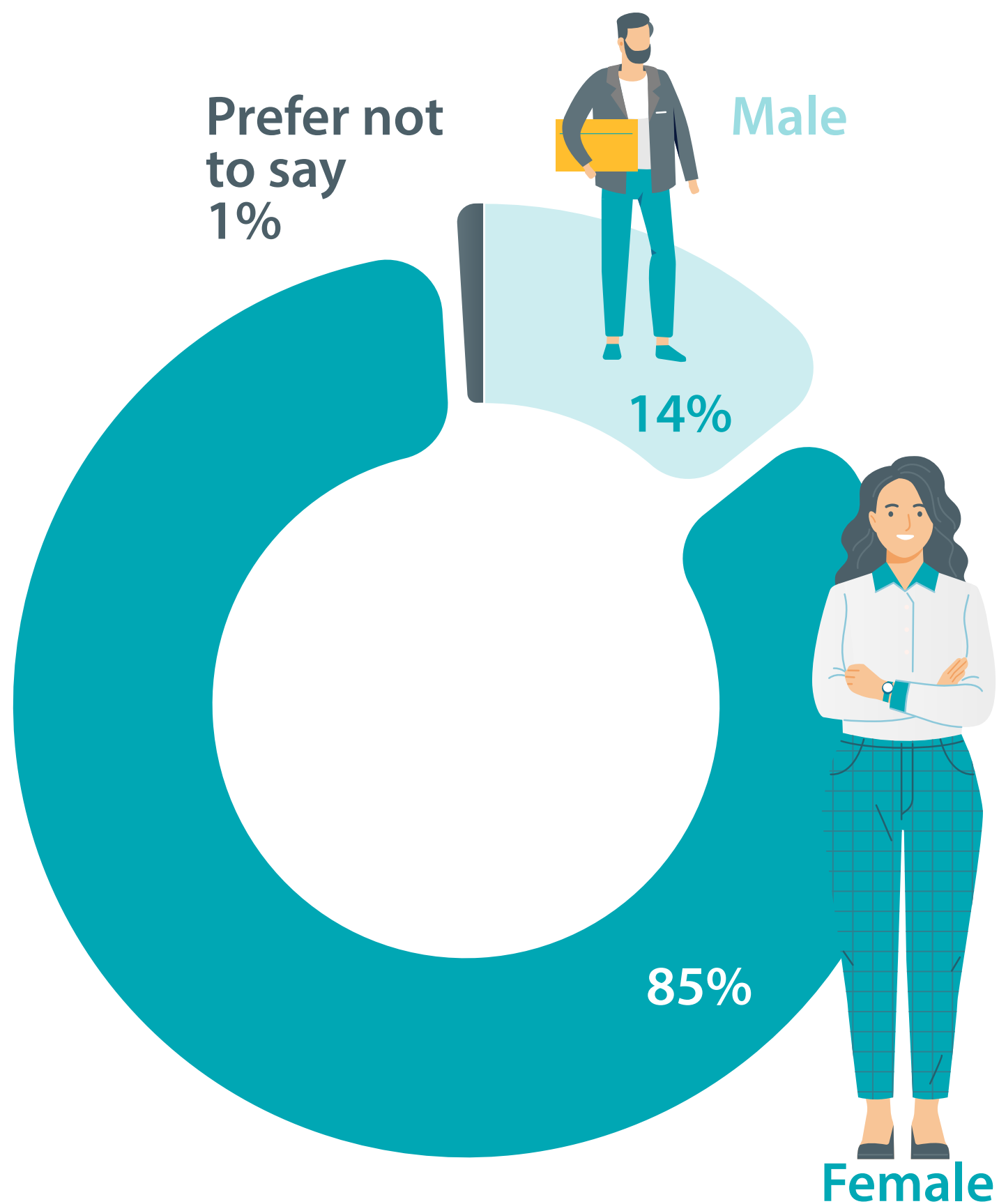
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**85%**  
of European  
direct sellers  
are **women.**



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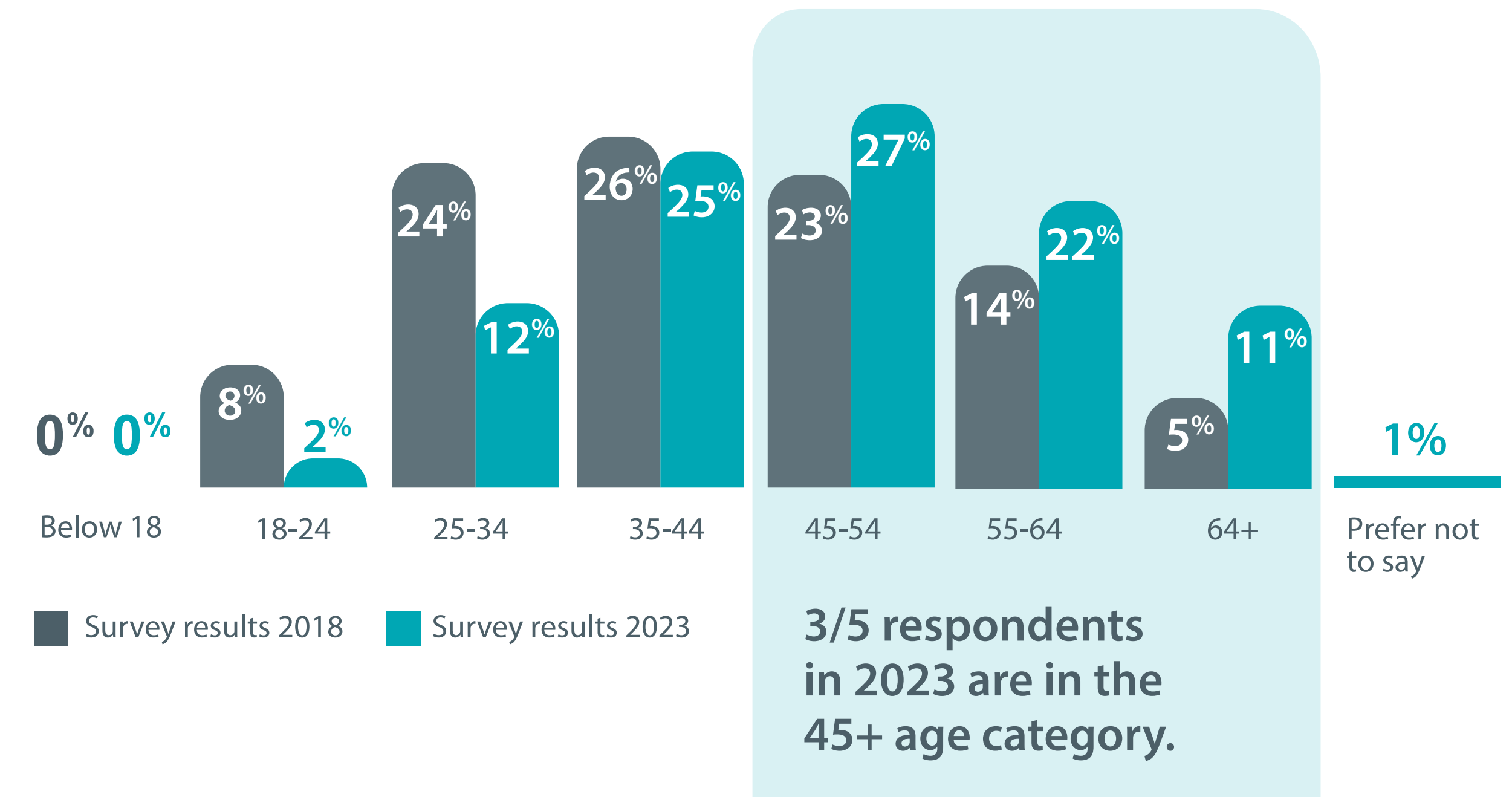


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# Age profile of direct sellers



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**49%**  
have been engaged  
in direct selling for  
**7 years or more.**



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**68%**  
have another  
activity alongside  
direct selling.



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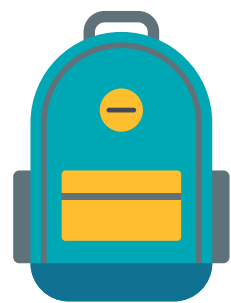
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# Direct sellers education level



12%

of direct sellers remain below (primary or lower secondary).



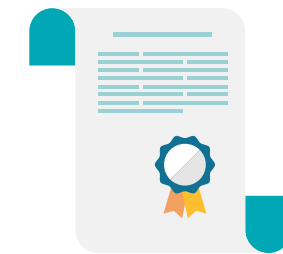
44%

of direct sellers completed their secondary education.



19%

of direct sellers have a Bachelor or equivalent.



20%

of direct sellers have Master or equivalent.

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# Direct Sellers' Satisfaction



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**78%**

of direct sellers say they are satisfied with their overall experience (with only 5% saying they are dissatisfied).



**72%**

say that the experience of direct selling has met or exceeded their expectations.

**In line with the 2018 Seldia Ipsos survey results, European direct sellers remain happy in their work.**

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# Most confirm that direct selling has helped them to improve:



Their interpersonal skills

77%



Self-esteem and confidence

74%



Business, management & sales skills

72%



Other (like the ability to work independently and to meet new people)

86%

3/4 agree that they have gained more than just money through their direct selling activity.

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# Direct Selling in 2023



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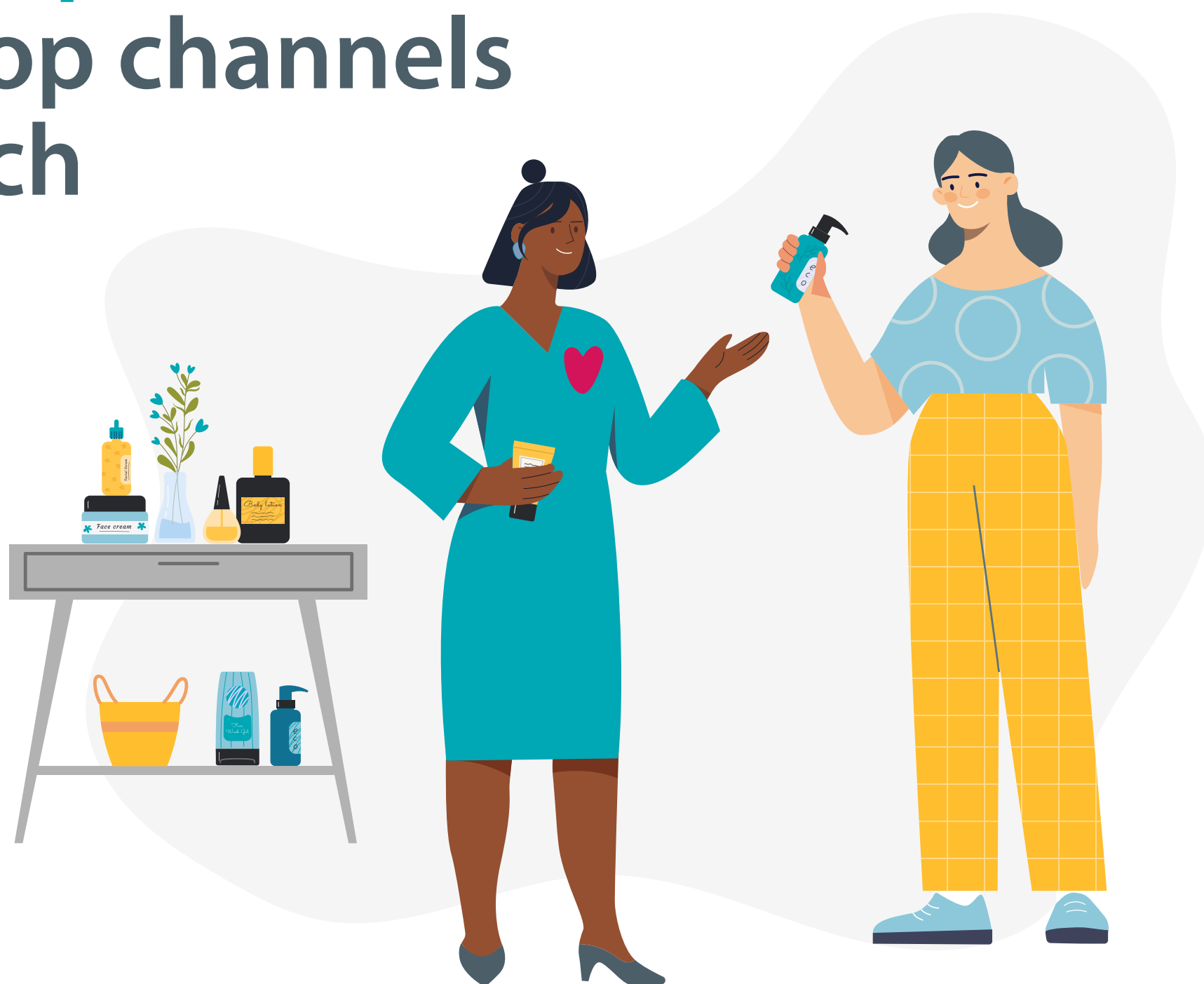
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**Face to face meetings and in person home parties/product demonstrations are still the top channels through which most orders are received.**



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**Sellers under 45** are much more likely than their older peers to also **use social media**, and to evaluate it as an effective method for selling to **both new and existing customers**, and for retaining customers.



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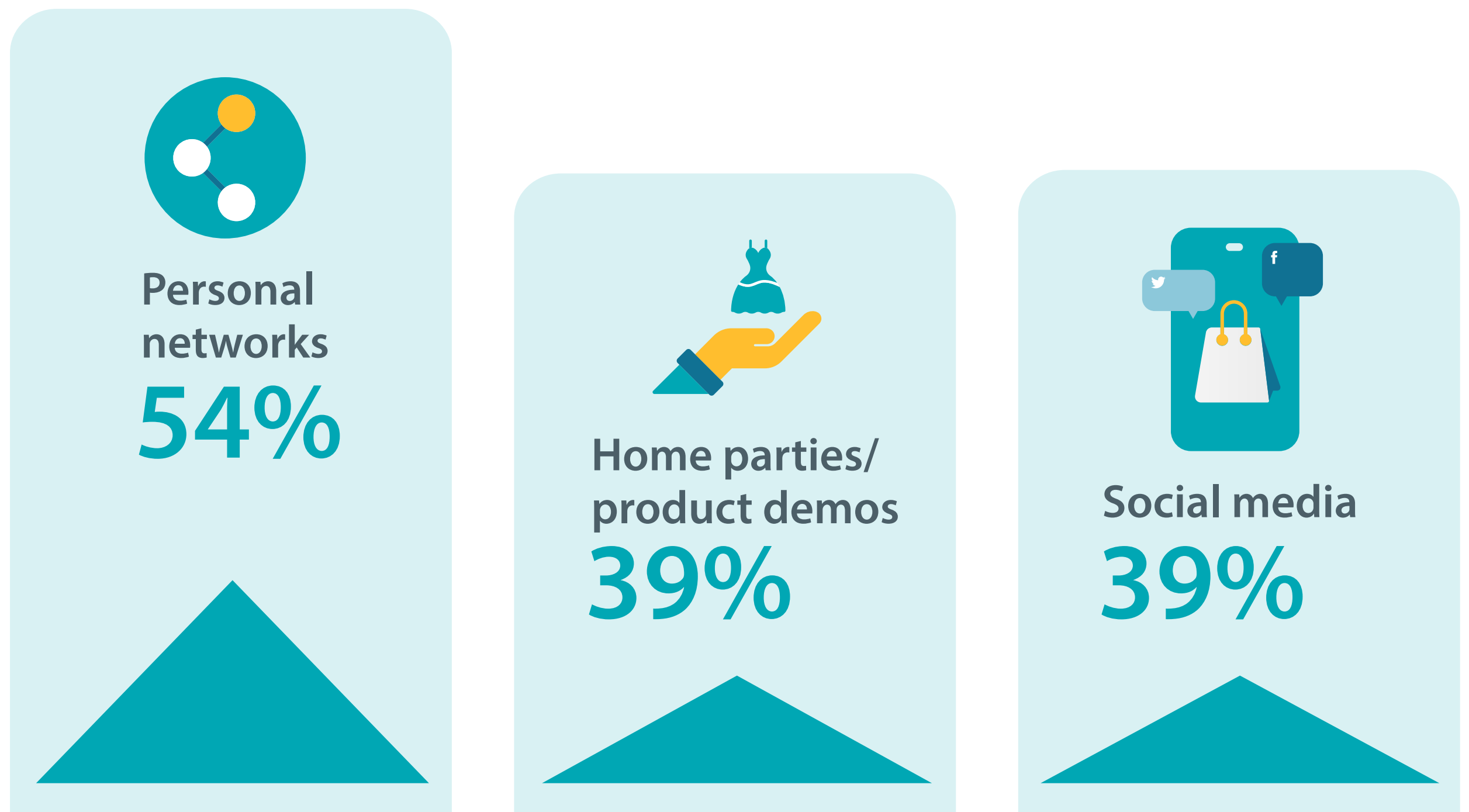
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# The most commonly used methods for selling to existing customers are:



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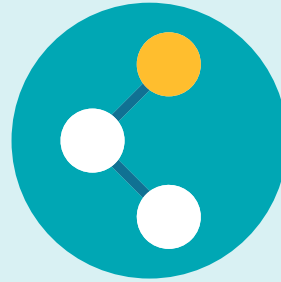
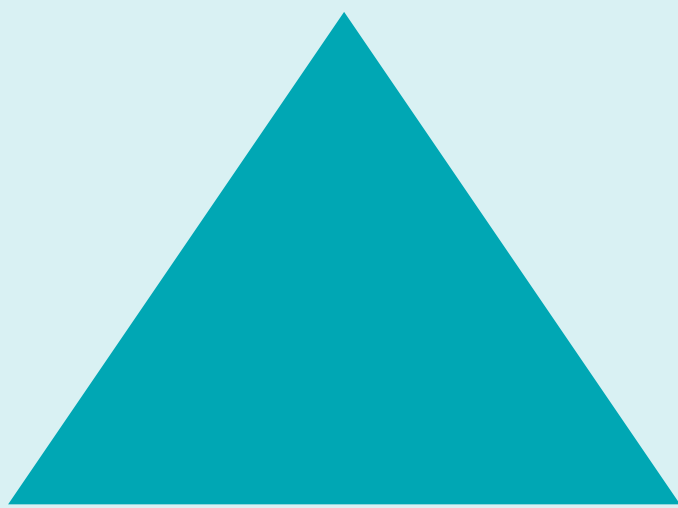
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# The most commonly used **methods** for **potential new customers** are:



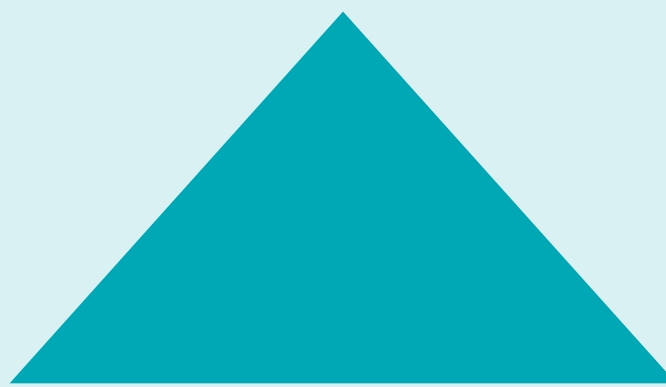
Referrals/  
word of mouth

**64%**



Personal  
networks

**51%**



Home parties/  
product demos

**43%**



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# Direct Sellers' Motivation



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# Most direct sellers agree that they feel a sense of personal affiliation with:



Products/  
services offered

85%



Brand values/  
company's purpose

82%

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Direct sellers involved in direct selling for 8 hours a week or less mention **getting the product at a discount** and **believing in the values/purpose of the brand** as motivation to join and stay involved in direct selling.



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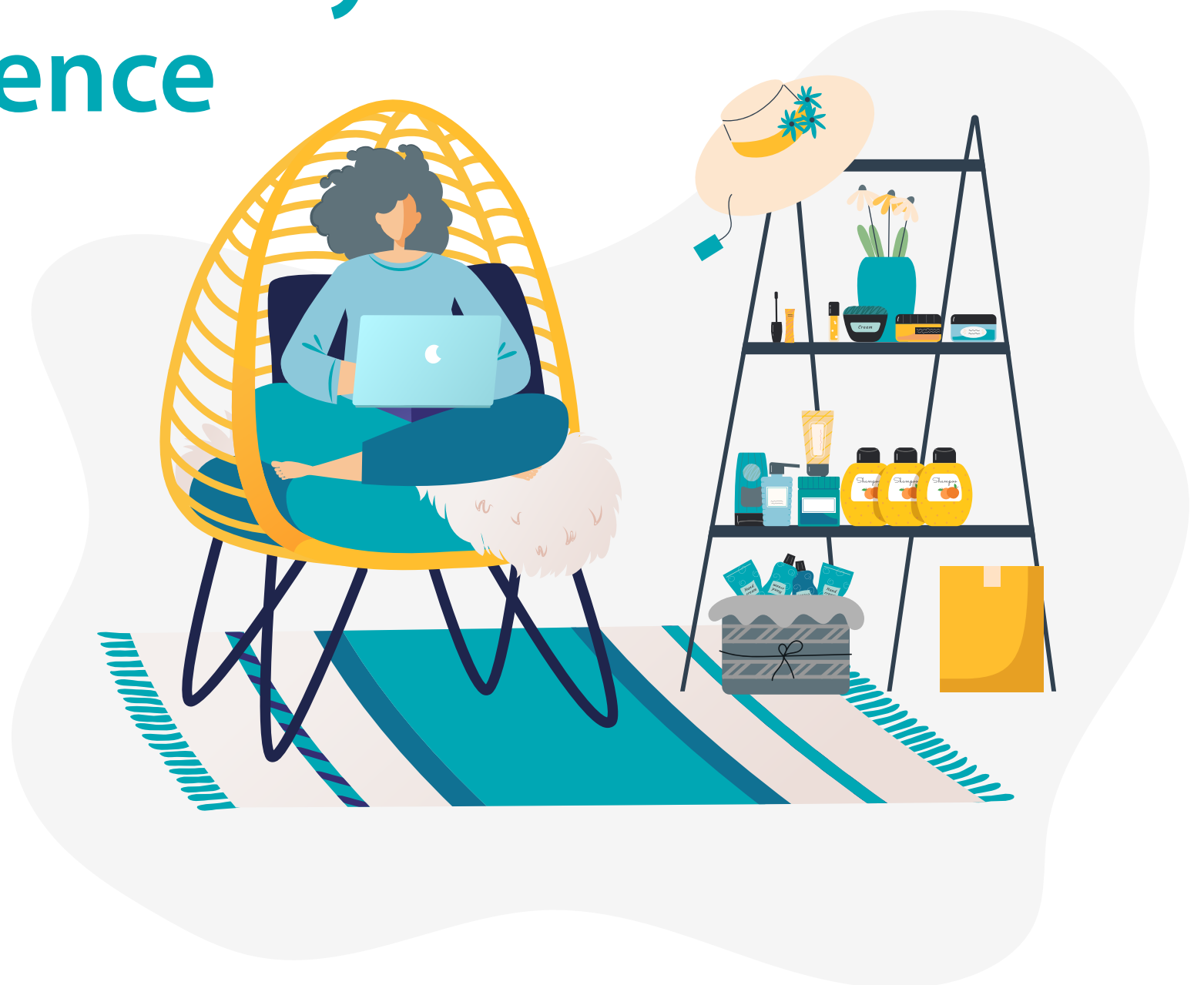
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Direct sellers involved in direct selling more than 30 hours a week mention **the flexibility and independence of the work** as motivation.



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