

Direct Sellers' Profile



* 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

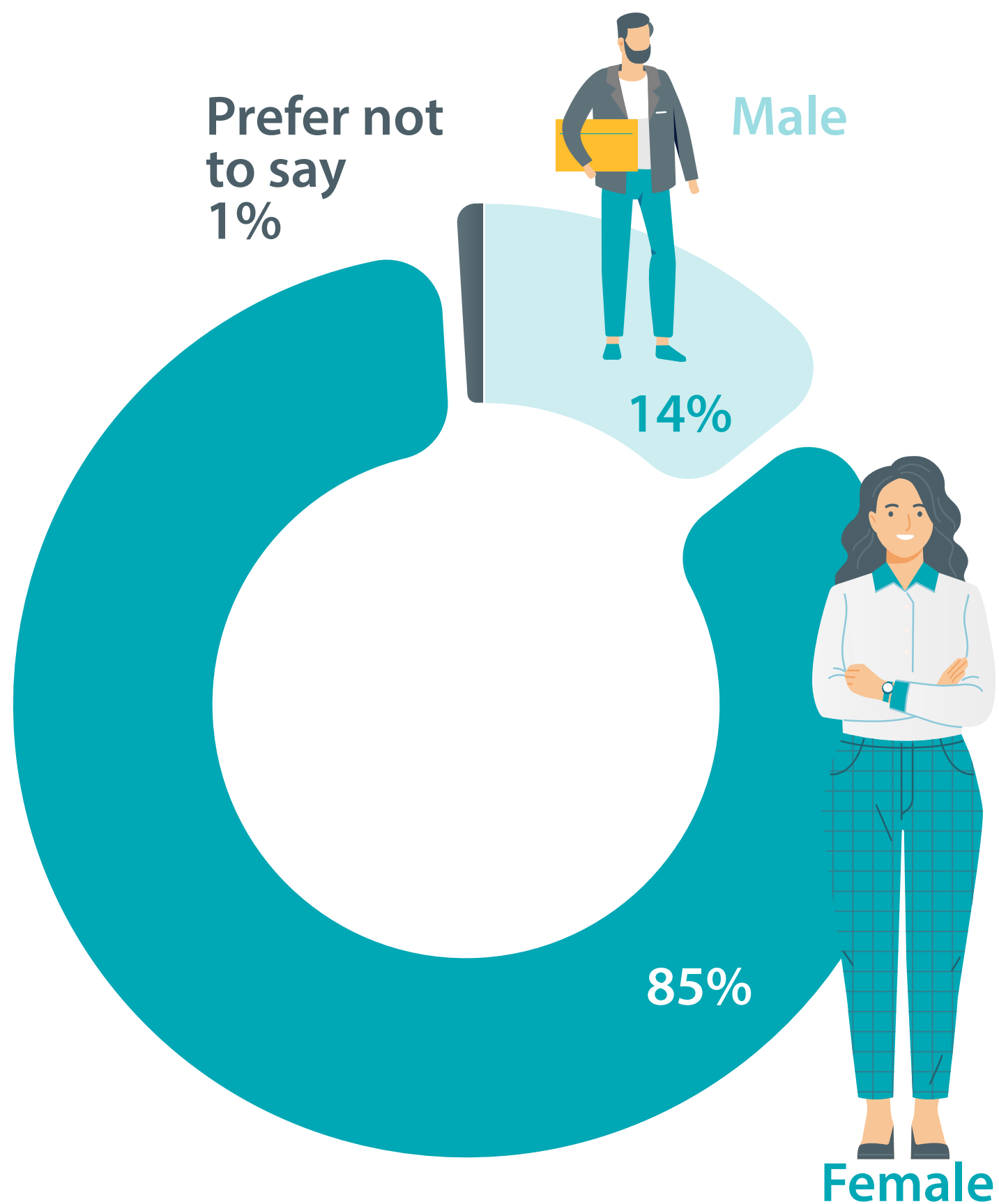
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The European
Direct Selling Association

in collaboration with

dse
direct selling europe

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



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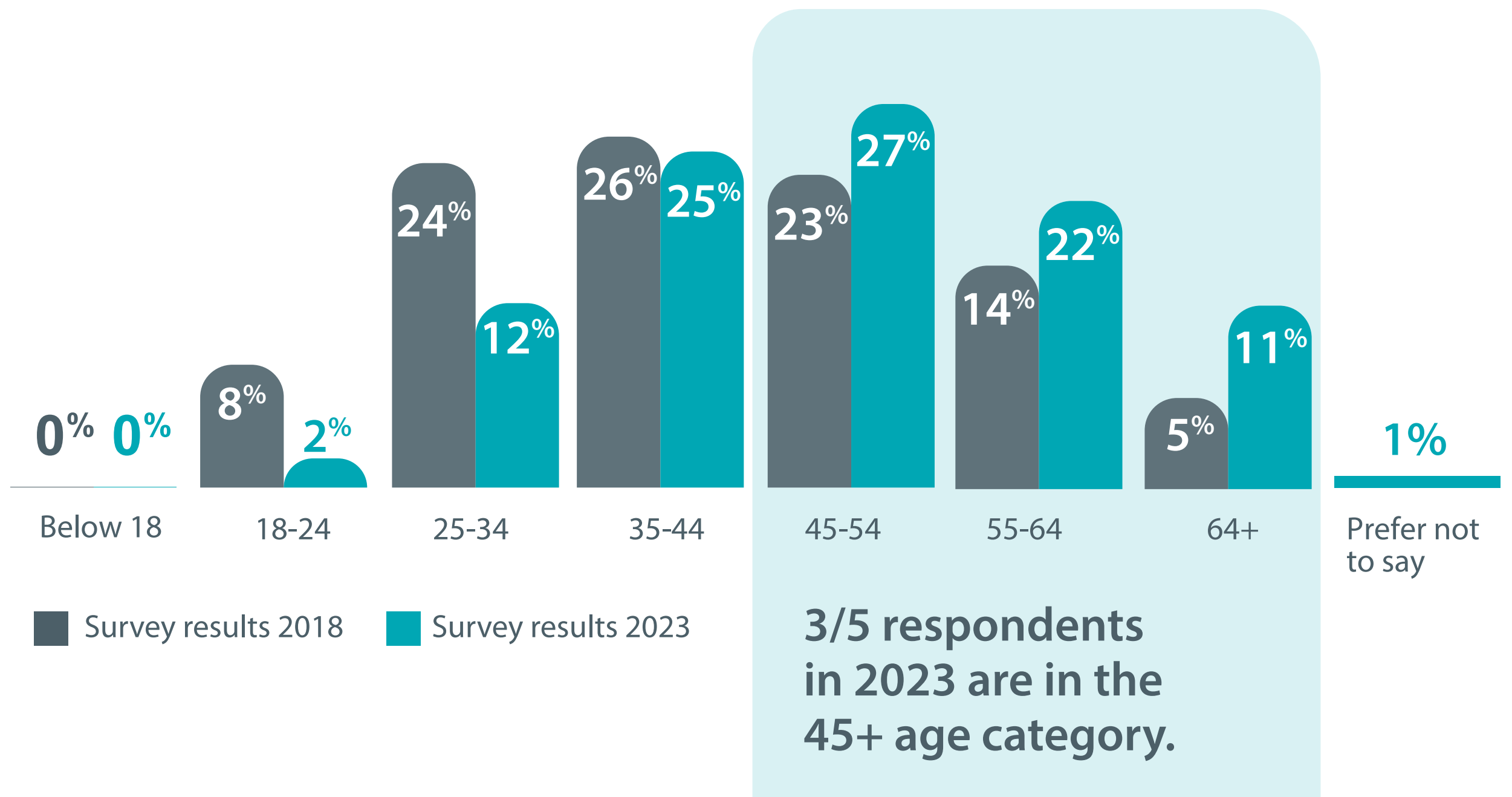


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Age profile of direct sellers



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



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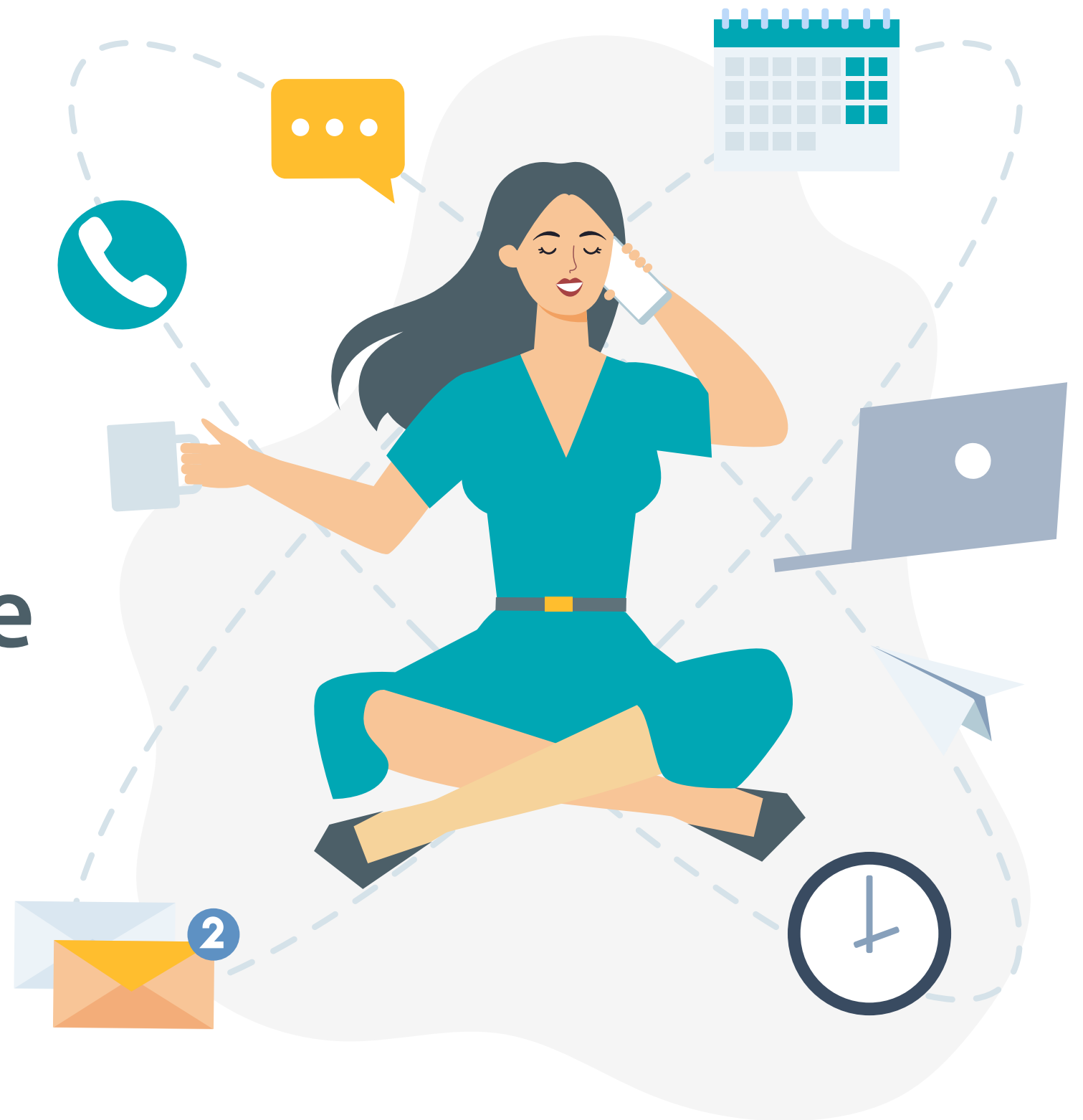
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68%
have another
activity alongside
direct selling.



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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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Find out more

2023 Ipsos Survey of Direct Sellers

#EUDirectSellersSurvey23



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