

# Direct Selling in 2023



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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

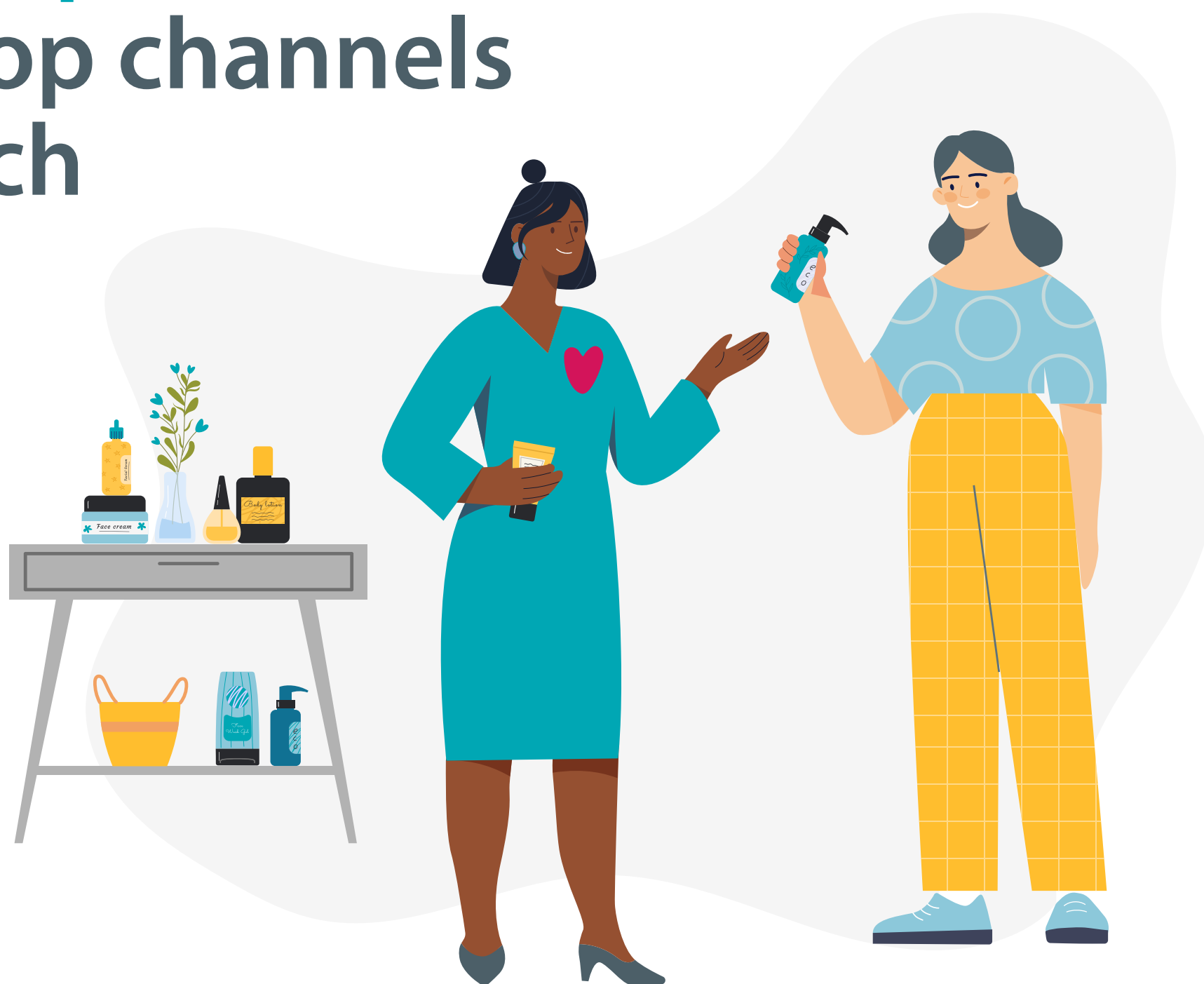
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The European  
Direct Selling Association

in collaboration with

**dse**  
direct selling europe

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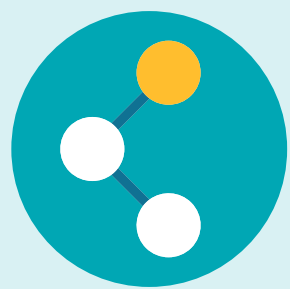
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# The most commonly used methods for selling to existing customers are:



Personal networks  
**54%**



Home parties/  
product demos  
**39%**



Social media  
**39%**

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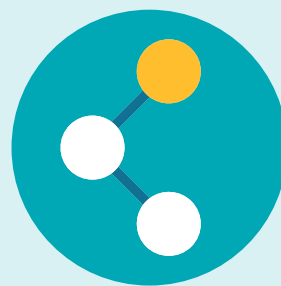
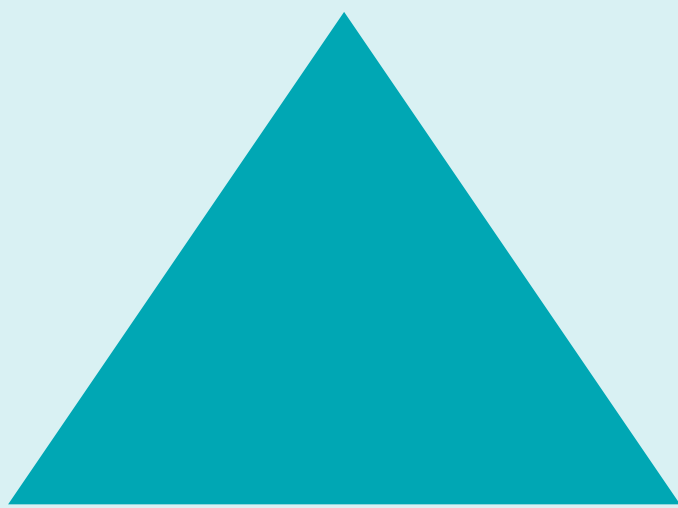
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# The most commonly used **methods** for **potential new customers** are:



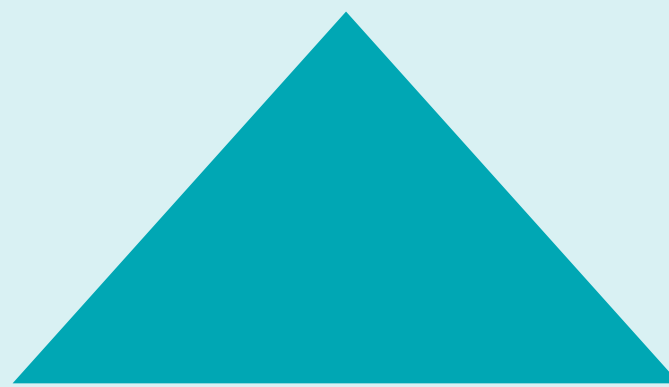
Referrals/  
word of mouth

**64%**



Personal  
networks

**51%**



Home parties/  
product demos

**43%**



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Find out more

# 2023 Ipsos survey of Direct Sellers

#EUDirectSellersSurvey23



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