

Direct Sellers' Satisfaction



* 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

seldia

The European
Direct Selling Association

in collaboration with

dse
direct selling europe



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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Find out more

2023 Ipsos Survey of Direct Sellers

#EUDirectSellersSurvey23



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