

From a Study conducted by Dr John Cossens Otago University Marketing Department

The Industry

- The direct selling industry of New Zealand is an industry about which little has been written.
- In 1999 it had total sales of some \$ N.Z. 186 million and involved 95,000 independent sales people. Over the past ten years retail sales have increased at an average of 15%
- The sales force has increased at an average rate of 40% per annum in the corresponding period. Internationally
- The industry is huge, with total global sales of \$US 81 billion.
- Some of the biggest direct selling industries are to be found in Japan (\$30 billion), United States (\$22 billion), and Brazil (\$4 billion).

Summary Highlights of the Economic Impact Study

Some of the key findings were:

- The economic impact to the New Zealand economy is \$1.6 Billion per annum
- People involved in the direct selling industry come from a very wide background
- Over 70% of the sales force were female
- Close to 60% were aged 35-55
- Perhaps one of the most significant results of the study was the finding that 80.0% of those surveyed felt their lifestyle had improved as a result of their involvement in the direct selling industry.
- 90.0% felt they had learnt new skills or improved old ones as a result of being involved in direct selling
- 93.0% agreed their communication skills had improved
- 87.5% felt they were more confident
- 85.5% felt they were more motivated
- 83.5% considered they were more independent
- 79.0% believed they had a new direction in life

The findings above are extracted directly from the full Economic Impact Study undertaken by Otago University on behalf of the Direct Selling Association with a margin of error of 4.5%