



Top MLM Companies in the USA for 2023

Summary:

This blog is a sneak peek into the direct selling scenario in the United States. Top players in the country and the success strategies that got them to the top. The blog also throws light on their growth rate and comparison of revenue in the past years.

Prepared by:



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Reference:

<https://www.epixelmlmsoftware.com/blog/top-mlm-companies-in-usa>

#	Company	Revenue 2021 (in million USD)	Revenue 2020 (in million USD)	Growth Rate	Year Founded
1	Amway	8,900	8,500	5%	1959
2	Herbalife	5,800	5,540	5%	1980
3	eXp Realty	3,800	1,800	111%	2002
4	Avon Products	3,400	3,500	-3%	1886
5	Primerica	2,710	2,200	23%	1977
6	Melaleuca	2,700	2,700	0%	1985
7	Nu Skin	2,695	2,581	4%	1984
8	Mary Kay	2,600	2,700	-4%	1963
9	Young Living	2,200	2,200	0%	1993
10	Forever Living Products	2,000	2,310	-13%	1978
11	DoTerra	1,830	1,830	0%	2008
12	Tupperware	1,600	1,700	-6%	1948
13	Rodan & Fields	1,575	1,575	0%	2002
14	Optavia - Medifast	1,530	935	64%	1980
15	Jeunesse	1,350	1,350	0%	2009
16	DXN Global	1,250	1,250	0%	1993
17	USANA	1,190	1,135	5%	1992
18	Ambit Energy	1,040	1,120	-7%	2006



19	Scentsy	1,020	893	14%	2004
20	SeneGence	1,020	1,020	0%	1999
21	Market America	879	879	0%	1992
22	Beach Body	873	1,050	-17%	1998
23	Monat Global	804	804	0%	2014
24	Arbonne International	800	847	-6%	1975
25	Vida Divina	800	505	58%	2016
26	Kynect	790	790	0%	2004
27	Unicity	700	735	-5%	2001
28	Shaklee	700	700	0%	1956
29	Juice Plus+	693	693	0%	1970
30	Team National	640	640	0%	1999
31	It Works! Global	620	620	0%	2001
32	Pruvit	598	363	65%	2015
33	Color street	597	597	0%	2017
34	LegalShield	523	483	8%	1972
35	Plexus Worldwide	505	509	-1%	2006
36	IM Mastery Academy	500	450	11%	2013
37	ACN	500	485	3%	1993



38	LuLaRoe	500	500	0%	2013
39	NewAge	499	499	0%	1996
40	Isagenix	495	625	-21%	2002
41	Nature's Sunshine	444	385	15%	1972
42	Hy Cite Enterprises	423	341	24%	1959
43	Le-Vel	420	420	0%	2012
44	Thirty One Gifts	410	410	0%	2003
45	Total Life Changes	405	405	0%	2003
46	Neora	395	320	23%	2011
47	Modere	368	368	0%	1990
48	Younique	368	368	0%	2012
49	4Life	341	341	0%	1998
50	BeautyCounter	340	341	0%	2013
51	Seacret Direct	320	320	0%	2005
52	Stella & Dot	315	315	0%	2003
53	Pure Romance	312	312	0%	1993
54	Family Heritage Life	309	309	0%	1989
55	Pampered Chef	294	294	0%	1980
56	Princess House	286	195	47%	1963

Data updated on January 2023



*The above list is subject to market changes and modifications.

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