



## **Top Customer-centric Direct Selling Companies for 2025**

### ***Summary:***

For the direct selling sector that works purely on customer relationships, customer-centricity is a way of marketing that is inevitable. From engagement to retention companies invest heavily in customer programs understanding how important it is for their survival and growth. Slide through this list to learn more about customer-centric direct selling companies.

### ***Prepared by:***



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### ***Reference:***

<https://www.epixelmlmsoftware.com/blog/top-customer-centric-direct-selling-companies>

## Platinum list of customer-centric direct selling companies

#	Company	Country	Revenue 2024 (in million USD)	Revenue 2023 (in million USD)	Growth Rate	Year Founded
1	Nu Skin	USA	1,732	1,969	-12%	1984
2	ACN	USA	500	500	0%	1993
3	Scentsy	USA	472	579	-18%	2004
4	It Works! Global	USA	450	450	0%	2001
5	Le-Vel	USA	350	350	0%	2012
6	Pruvit	USA	336	336	0%	2015
7	bHIP Global	USA	30	30	0%	2007
8	Usborne Books	USA	NA	NA	NA	1981

## Gold list of customer-centric direct selling companies

#	Company	Country	Revenue 2023 (in million USD)	Revenue 2022 (in million USD)	Growth Rate	Year Founded
1	Monat Global	USA	600	700	-14%	2014
2	Perfectly Posh	USA	100	100	0%	2011

Data updated on June 2025

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

### **Reference:**

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