



Top MLM Companies in the USA for 2024

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 2022 (in million USD)	Revenue 2021 (in million USD)	Growth Rate	Year Founded
1	Amway	8,100	8,900	-9%	1959
2	Herbalife	5,200	5,800	-10%	1980
3	eXp Realty	4,600	3,800	21%	2002
4	Primerica	2,720	2,710	0%	1977
5	Melaleuca	2,400	2,700	-11%	1985
6	Nu Skin	2,230	2,695	-17%	1984
7	Mary Kay	2,200	2,600	-15%	1963
8	Young Living	2,000	2,200	-9%	1993
9	Forever Living Products	1,800	2,000	-10%	1978
10	DoTerra	1,750	1,830	-4%	2008
11	Optavia - Medifast	1,600	1,530	5%	1981
12	Tupperware	1,300	1,600	-19%	1946
13	Ambit Energy	1,250	1,040	20%	2006
14	Rodan and Fields	1,210	1,400	-14%	2000
15	USANA	999	1,190	-16%	1992
16	DXN Global	902	1,250	-28%	1993
17	SeneGence	900	1,020	-12%	1999
18	Market America	800	879	-9%	1992
19	Kynect	790	790	0%	2005
20	Scentsy	759	1,020	-26%	2004
21	Monat Global	700	804	-13%	2014
22	Vida Divina	700	800	-13%	2016
23	Arbonne International	700	800	-13%	1975
24	Beach Body	692	873	-21%	1998
25	Team National	640	640	0%	1997
26	Color Street	597	597	0%	2017
27	LegalShield	542	523	4%	1972
28	Hy Cite Enterprises	508	423	20%	1959
29	Pruvit	507	598	-15%	2015
30	ACN	500	500	0%	1993

31	IM Mastery Academy	500	500	0%	2013
32	Shaklee	500	595	-16%	1956
33	Juice Plus+	495	580	-15%	1970
34	It Works! Global	495	550	-10%	2001
35	NewAge	489	499	-2%	1996
36	Plexus Worldwide	454	500	-9%	2008
37	Unicity	450	600	-25%	2001
38	Nature's Sunshine	422	444	-5%	1972
39	Thirty One Gifts	410	410	0%	2003
40	LuLaRoe	400	500	-20%	2013
41	Isagenix	400	520	-23%	2002
42	Princess House	383	286	34%	1963
43	Younique	368	368	0%	2012
44	Modere	368	368	0%	1,992
45	Le-Vel	350	420	-17%	2012
46	4Life	341	341	0%	1998
47	BeautyCounter	340	340	0%	2013
48	Seacret Direct	320	320	0%	2005
49	Stella & Dot	315	315	0%	2,003
50	Pure Romance	312	312	0%	1993

Data updated on June 2023

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

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