



## 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 2023 (in million USD)	Revenue 2022 (in million USD)	Growth Rate	Year Founded
1	Amway	7,700	8,100	-5%	1959
2	Herbalife	5,100	5,200	-2%	1980
3	eXp Realty	4,300	4,600	-7%	2002
4	Primerica	2,810	2,720	3%	1977
5	Melaleuca	2,300	2,400	-4%	1985
6	Sunrun	2,260	2,321	-3%	2007
7	Young Living	2,000	2,000	0%	1993
8	Nu Skin	1,970	2,230	-12%	1984
9	Mary Kay	1,800	2,200	-18%	1963
10	Forever Living Products	1,800	1,800	0%	1978
11	DoTerra	1,750	1,750	0%	2008
12	Vivint	1,700	1,682	1%	1999
13	Tupperware	1,310	1,305	0%	1946
14	World Financial Group	1,300	1,200	8%	2001
15	Rodan and Fields	1,210	1,210	0%	2000
16	Optavia - Medifast	1,100	1,600	-31%	1981
17	Ambit Energy	1,090	1,250	-13%	2006
18	USANA	921	999	-8%	1992
19	DXN Global	902	902	0%	1993
20	SeneGence	900	900	0%	1999
21	Market America	800	800	0%	1992
22	Monat Global	700	700	0%	2014
23	Vida Divina	700	700	0%	2016
24	Arbonne International	700	700	0%	1975
25	REAL Brokerage	689	382	80%	2014
26	Color Street	597	597	0%	2017



27	Scentsy	579	759	-24%	2004
28	Hy Cite Enterprises	570	508	12%	1959
29	LegalShield	546	542	1%	1972
30	Beach Body	527	692	-24%	1998
31	Family First Life	503	300	68%	2013
32	IM Academy	500	500	0%	2013
33	Shaklee	500	500	0%	1956
34	ACN	500	500	0%	1993
35	Unicity	450	450	0%	2001
36	It Works! Global	450	495	-9%	2001
37	Nature's Sunshine	445	422	5%	1972
38	Thirty One Gifts	410	410	0%	2003
39	LuLaRoe	400	400	0%	2013
40	Juice Plus+	400	495	-19%	1970
41	Isagenix	400	400	0%	2002
42	Plexus Worldwide	377	454	-17%	2008
43	LifeWave	369	320	15%	2004
44	Younique	368	368	0%	2012
45	Pure Romance	350	350	0%	1993
46	Le-Vel	350	350	0%	2012
47	Partner.co	350	350	0%	2007
48	4Life	341	341	0%	1998
49	BeautyCounter	340	340	0%	2013
50	Pruvit	336	507	-34%	2015

Data updated on April 2024

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

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