

**seldia**

The European  
Direct Selling Association

# Entrepreneurship your way, Direct Selling offers a unique consumer experience



[seldia.eu](https://seldia.eu)  
[directsellingis.eu](https://directsellingis.eu)



# Unleash EU Direct Selling entrepreneurial potential

For the 2024-2029 mandate of the EU Institutions, we present a series of proposals to enhance the competitiveness of the Single Market. Our goal is to create a business environment that is both socially responsible and conducive to the growth of the Direct Selling sector across the EU.

We advocate for harmonised consumer protection, reinforced by effective enforcement, alongside initiatives to protect and promote entrepreneurship and skills.



1

## Address consumer protection gaps: Toward more effective enforcement



Consumer protection ensures consumer trust in products and services.

While, fragmented enforcement across Member States causes:

- Inconsistencies
- Unfair competition
- Unpredictable business environment
- Increased costs for SMEs.



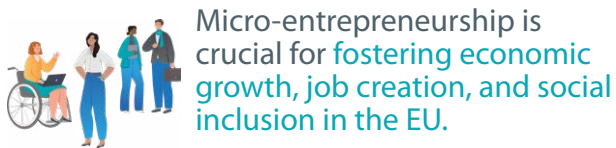
We urge EU policymakers to:

- Establish clear and uniform consumer protection standards.
- Provide regulatory bodies with stronger tools and additional resources for effective and consistent enforcement.



2

## Revitalise the entrepreneurship spirit: Supporting micro-entrepreneurs



Direct Selling, involving 5.3 million European entrepreneurs, is a great example of micro-entrepreneurship.



We urge EU policymakers to:

- Establish clear definitions and legal frameworks to recognise micro-entrepreneurship and self-employment.
- Simplify regulatory processes by eliminating barriers that discourage micro-entrepreneurs.
- Implement tax incentives and supportive programs offering funding, training, and resources to entrepreneurs.



3

## Foster skills across the EU: Recognising direct sellers' abilities



Direct Selling provides individuals the opportunity to develop interpersonal and entrepreneurial skills.

These skills are transferable to other business and employment ventures, contributing positively to both individuals and the broader economy.



We urge EU policymakers to:

Recognise in-company training for direct sellers.



More here

# Direct Selling operates in a unique way

Direct contact and personal connection between sellers and customers are the core of Direct Selling, regardless of the method.



We describe ourselves as omnichannel. Direct sellers use a range of channels both offline and online, including:



Personal networks



Home parties/  
Product demos



Social media

Personalised services and high-quality products are sold directly to consumers.



Like in any other business, independent direct sellers receive a compensation based on sales.



# Direct Selling Statistics



Direct Selling has generated almost **30 billion €** in 2023 in the EU.

Direct Selling is **flexible**.

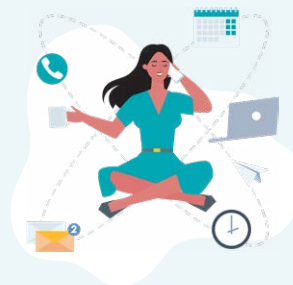
**Around 60%** of direct sellers spend no more than 8 hours a week.

**Around 20%** spend between 9 and 16 hours a week.

**Around 20%** spend a minimum of 17 hour a week.



Direct Selling offers the opportunity to make supplemental income.



**68%** of direct sellers do it in addition to another job.

Direct Selling has a positive impact on **women's occupation and entrepreneurship**.

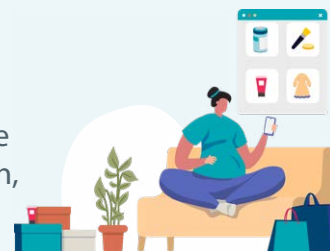


**About 80%** of direct sellers are women.

Direct Selling provides a **business opportunity** to anyone with minimal costs and on-going support.



Satisfaction in the sector is very high, **over 70%**.



# seldia

The European  
Direct Selling Association

We are the European umbrella association giving a **voice to the Direct Selling sector** by representing:



**25** National Associations



**12** Companies



**12** Service Providers



**5.3 Million** European Entrepreneurs

Our **Code of Conduct**, which must be adopted by our members, guarantees comprehensive protection to both customers and direct sellers.

More here



Find out more about Seldia and Direct Selling at:

[seldia.eu](https://seldia.eu)  
[directsellingis.eu](https://directsellingis.eu)

