



## Top Customer-centric Direct Selling Companies for 2026

### ***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:***



© 2026 Epixel MLM Software. Published by Epixel, All rights reserved.

### ***Reference:***

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

## Platinum list of customer-centric direct selling companies

| # | Company          | Country | Revenue 2024<br>(in million USD) | Revenue 2023<br>(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<br>(in million USD) | Revenue 2022<br>(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:

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

