



Top MLM Companies in the USA for 2025

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.

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Reference:

<https://www.epixelmlmsoftware.com/blog/top-mlm-companies-in-usa>

#	Company	Revenue 2024 (in million USD)	Revenue 2023 (in million USD)	Growth Rate	Year Founded
1	Amway	7,400	7,700	-4%	1959
2	Herbalife	5,000	5,062	-1%	1980
3	eXp Realty	4,567	4,300	6%	2002
4	Primerica	3,089	2,748	12%	1977
5	Mary Kay	2,400	2,500	-4%	1963
6	Melaleuca	2,200	2,300	-4%	1985
7	Sunrun	2,037	2,260	-10%	2007
8	Young Living	1,800	2,000	-10%	1993
9	Nu Skin	1,732	1,969	-12%	1984
10	Forever Living Products	1,700	1,800	-6%	1978
11	World Financial Group	1,500	1,300	15%	2001
12	DoTerra	1,450	1,500	-3%	2008
13	REAL Brokerage	1,260	689	83%	2014
14	Ambit Energy	1,030	1,090	-6%	2006
15	Vivint Smart Home	1,000	790	27%	1999
16	Vida Divina	917	917	0%	2016
17	USANA	855	921	-7%	1992
18	SeneGence	800	900	-11%	1999
19	Family First Life	775	503	54%	2013
20	Arbonne International	700	700	0%	1975
21	Optavia - Medifast	602	1,072	-44%	1981
22	Monat Global	600	700	-14%	2014
23	LegalShield	561	546	3%	1972
24	LifeWave	555	370	50%	2004
25	Market America	500	800	-38%	1992
26	IYOVIA	500	500	0%	2013

27	ACN	500	500	0%	1993
28	Shaklee	500	500	0%	1956
29	Hy Cite	487	570	-15%	1959
30	Scentsy	472	579	-18%	2004
31	Nature's Sunshine	454	445	2%	1972
32	It Works! Global	450	450	0%	2001
33	Unicity	450	450	0%	2001
34	Beach Body	419	527	-20%	1998
35	Isagenix	400	400	0%	2002
36	Juice Plus+	395	400	-1%	1970
37	LuLaRoe	395	400	-1%	2013
38	Younique	368	368	0%	2012
39	Partner.co	350	350	0%	2007
40	Le-Vel	350	350	0%	2012
41	Pure Romance	350	350	0%	1993
42	Premier Financial Alliance	350	300	17%	2003
43	Plexus Worldwide	341	377	-10%	2008
44	Pruvit	336	336	0%	2015
45	Princess House	320	299	7%	1963
46	Pampered Chef	300	300	0%	1980
47	4Life	300	341	-12%	1998
48	Neora	300	300	0%	2011
49	InCruises (InGroup)	253	205	23%	2015
50	New U Life	250	250	0%	2017

Data updated on April 2025

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

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