



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
51	InCruises (InGroup)	253	205	23%	2015
52	New U Life	250	250	0%	2017
53	Seacret Direct	250	320	-22%	2005

54	Stella & Dot	250	300	-17%	2003
55	Total Life Changes	250	300	-17%	2003
56	Sunrider International	236	236	0%	1982
57	LifeVantage	230	213	8%	2003
58	Hegemon Group (HGI)	210	210	0%	2012
59	Life Plus	210	210	0%	1995
60	Origami Owl	210	210	0%	2010
61	Cabi Online	200	200	0%	2002
62	Paparazzi Accessories	195	195	0%	2011
63	Modere	195	200	-3%	1992
64	MyDailyChoice	178	178	0%	2014
65	Cutco	175	237	-26%	1949
66	Amare Global	175	165	6%	2015
67	Rena Ware Int.	152	152	0%	1941
68	ASEA	150	160	-6%	2007
69	PartyLite	150	150	0%	1909
70	Youngevity	147	147	0%	1997
71	Enagic USA	147	147	0%	1974
72	Stampin' Up!	133	133	0%	1988
73	Jifu	130	120	8%	2018
74	LiveGood	120	85	41%	N/A
75	Mannatech	118	132	-11%	1993
76	Nefful	117	117	0%	1973
77	LimeLife by Alcone	113	113	0%	2015
78	Tastefully Simple	110	110	0%	1995
79	Olive Tree People	104	4	2500%	2017
80	Xyngular	103	103	0%	2009
81	QSciences	102	102	0%	2013
82	The Super Patch Company	100	55	82%	2022
83	NeoLife	100	140	-29%	1958
84	Perfectly Posh	100	100	0%	2011
85	Inspire	99	98	1%	2011
86	Truvy	99	99	0%	2014
87	Kirby Company	95	95	0%	1935
88	QuiAri	90	81	11%	2019
89	LivePURE	84	84	0%	NA
90	iGenius	80	80	0%	2016
91	AmeriPlan USA	79	79	0%	1992



92	MWR Life	75	75	0%	2013
93	Synergy International	75	75	0%	2000
94	Fuxion	75	75	0%	2006
95	Purium	70	70	0%	1993
96	Premier Designs	68	68	0%	1985
97	Ardyss	60	60	0%	1991
98	Touchstone Essentials	55	55	0%	2012
99	JR Watkins	52	52	0%	1868
100	Ruby Ribbon	51	51	0%	2011

Data updated on April 2025

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

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