

India's Direct Selling Industry Reports \$ 2.47 Billion In Sales In 2019, Ranked 15th In The World

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The global direct selling industry saw its overall sales decline 4.3% to \$ 180.47 billion in 2019.

India's direct selling industry recorded sales of \$ 2.47 billion in 2019, reporting growth of 12.1%, according to a report by the World Federation of Direct Selling Associations (WFDSA). This helped the direct selling industry improve its ranking to 15th from 19th a year earlier, said Washington-based WFDSA's Global Direct Selling - 2019 Retail Sales report. Also, in terms of number of direct sellers, India was ranked in sixth position, which proves employment at 57.50 lakh people. However, the global direct selling industry saw an overall decline of 4.3% in sales to reach \$ 180.47 billion in 2019.

According to the report, the United States tops the list, contributing 20% to the global direct selling industry with sales of \$ 35.21 billion, although it registered a marginal decrease of 0.4%. It is followed by China with 13% contribution, Korea and Germany with 10% each and 9% by Japan.

Calling it a good sign for the industry, the Indian Direct Selling Association (IDSA) said it now hopes to find space among the world's top five players much earlier than previous estimates by a decade. India recorded the highest annual growth and three-year CAGR in the world's top 20 direct selling markets, the association said in a statement. "India registered the highest annual growth rate of 12.1% and the highest CAGR of 16.3% in the past three years, among the top 20 direct selling markets across the world" , said IDSA President Rini Sanyal.

Selon un dernier rapport conjoint de l'IDSA et de la société d'analyse de données Kantar, l'industrie indienne de la vente directe a connu un taux de croissance annuel composé (TCAC) d'environ 16% et est passée de 8 308 crores de roupies en 2015-2016 à 13 080

crores de roupies 2018-19. En cela, le bien-être arrive en tête des principaux segments de la vente directe, suivi des cosmétiques et des soins personnels. La contribution de l'industrie indienne de la vente directe au Trésor s'élevait à environ 2 500 crores de roupies en 2018-19, a indiqué le rapport de l'IDSA.

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