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## Indian direct selling industry records USD 2.47 bn sales in 2019, ranks 15th globally

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NEW DELHI: The  
Indian  
direct  
selling  
industry has recorded  
sales of  
USD

2.47 billion

in

2019, reporting a growth of 12.1 per cent, a report by World Federation of

Direct



Selling Associations (WFDSA) said.



is has helped the



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ling



Industry improve its ranking to the



h from the earlier 19th a year before, said The Global

ect

ling –



2019 Retail

Sales report by Washington-based WFDSA.

Moreover,

in terms of the number of

direct sellers, India has been ranked at sixth position, proving employment to 57.50 lakh people.

However, the global

direct

selling

industry has reported an overall decline of 4.3 per cent

in

sales to

USD 180.47 billion

in

2019.

According to the report, the US is leading

in the list contributing 20 per cent of the global

direct

selling

industry with

sales of

USD 35.21 billion, though it has registered a marginal de-growth of 0.4 per cent.

It is followed by China with 13 per cent contribution, Korea and Germany with 10 per cent each and 9 per cent by Japan.

Terming it as a good sign for the



Industry,

Indian

Direct Selling Association (IDSA) said it now hopes to find space

among the top five players

globally much earlier than the previous estimates of a decade.

India recorded the highest year-on-year growth and CAGR over three years,

among top 20

Direct

Selling markets around the world, the association said in a statement.

"India has recorded the highest year on year growth rate of 12.1 per cent and the the highest CAGR of 16.3 per cent over the period of last three years, amongst the top 20 direct selling markets across the globe," IDSA Chairperson Rini Sanyal said.

According to a latest joint report by IDSA and data insight firm Kantar, the

Indian

direct

selling

industry has witnessed a Compounded Annual Growth Rate (CAGR) of approximately 16 per cent and grown from Rs 8,308 crore in 2015-16 to Rs Rs 13,080 crore in 2018-19.

In this, wellness tops the chart of leading segments

in

Direct







Selling followed by cosmetics and personal care. The

Indian

Direct


Selling

Industry’s contribution to the exchequer stood at around Rs 2,500 crore in 2018-19, said the IDSA report.



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