

Indian direct promoting trade data USD 2.47 bn gross sales in 2019, ranks 15th globally

July 19, 2020



NEW DELHI: The Indian direct promoting trade has recorded sales of USD 2.47 billion in 2019, reporting a development of 12.1 per cent, a report by World Federation of Direct Selling Associations ([WFDSA](#)) stated. This has helped the direct promoting trade enhance its rating to the 15th from the sooner 19th a 12 months earlier than, stated The Global Direct Selling – 2019 [Retail Sales](#) report by Washington-based WFDSA.

Moreover, in phrases of the variety of direct sellers, India has been ranked at sixth place, proving employment to 57.50 lakh folks.

However, the worldwide direct promoting trade has reported an general decline of 4.three per cent in

gross sales to
USD 180.47 billion
in
2019.



According to the report, the US is main



the checklist contributing 20 per cent of the worldwide
direct



promoting



trade with
gross sales of



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



is adopted by China with 13 per cent contribution, Korea and Germany with 10 per



cent every and 9 per cent by Japan.



Terming it as an excellent signal for the

trade,

Indian

Direct

Selling Association (IDSA) stated it now hopes to seek out house

in the highest 5 gamers

globally a lot sooner than the earlier estimates of a decade.

India recorded the best year-on-year development and CAGR over three years,

in high 20

Direct

Selling markets around the globe, the affiliation stated

in a press release.

“India has recorded the best 12 months on 12 months development fee of 12.1 per cent

and the the best CAGR of 16.3 per cent over the interval of final three years,

amongst the highest 20

direct

promoting markets throughout the globe,” IDSA Chairperson Rini Sanyal stated.

According to a modern joint report by IDSA and information perception agency Kantar,

the

Indian

direct

promoting

trade has witnessed a Compounded Annual Growth Rate (CAGR) of roughly 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 main segments

in

Direct

Selling adopted by cosmetics and private care. The

Indian

Direct

Selling

Industry's contribution to the exchequer stood at round Rs 2,500 crore in 2018-19, stated the IDSA report.

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