



# Indian direct selling industry records USD 2.477 bn sales in 2019, ranked 15th globally: WFDSA's report

By **AC Team** - July 20, 2020



In accordance with the report of **"The Global Direct Selling – 2019 Retail Sales"** by the World Federation of Direct Selling Associations (WFDSA), India was ranked 15th in the global direct selling industry with sales of **USD 2.477 billion** in 2019. This has shown a growth of 12.1% in comparison to the 19th rank in 2018. The ranking has been topped by the United States (US) which contributed 20% of the global direct selling industry with sales of USD 35.21 billion, followed by China with 13% contribution at 2nd rank, and Korea and Germany with 10% contribution each at 3rd position.

- In terms of the number of direct sellers, India has been ranked at 6th position, providing employment to 57.50 lakh people.
- On the global front, the direct selling industry has reported an overall decline of 4.3 % in sales to USD 180.479 billion in 2019.

Following table shows the top three global positions:

Rank	Country
15	India
1	United States (US)
2	China
3	Korea & Germany

## **Key Points:**

-As per the latest joint report by Indian Direct Selling Association (IDSA) and data insight firm Kantar, India has recorded the highest year on year growth rate of 12.1% .

-India has also recorded the highest Compound annual growth rate (CAGR) of 16.3% over the period of last three years, amongst the top 20 direct selling markets across the globe. It has grown from Rs 8,308 crore in 2015-16 to Rs Rs 13,080 crore in 2018-19

-**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.

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#### **About World Federation of Direct Selling Associations (WFDSA):**

**Headquarter**– Washington DC, United States (US)

**WFDSA Advocacy Chair**– Ms. Kim Drabik

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