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Indian direct selling industry ranked 15th after recording \$2B sales in 2019

[short](#) by Anushka Dixit / 02:47 pm on 20 Jul 2020, Monday

The Indian direct selling industry has reported a growth of 12.1% to \$2.47 billion in 2019, a World Federation of Direct Selling Associations

report said. The ranking of the direct selling industry improved from 19th a year before to 15th. The US has topped the list, contributing 20% of the global direct selling industry with sales of \$35.21 billion.

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