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## Important information Direct selling industry grew by 4.7 percent in the first half of 2020-21

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Bhasha (https://hindi.latestly.com/author/bhasha/) | Jul 16

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New Delhi, July 16: The Indian direct selling industry posted a growth of 4.7 per cent to Rs 7,518 crore in the pandemic-hit first half of the financial year 2020-21, according to its annual survey report released by the Indian Direct Selling Association (IDSA) on Friday.

total sales. This growth coincided with a boom in demand for products from the health and nutrition segment.

According to the annual report, a total of 53.18 lakh people joined direct selling with an average number of 29,064 new partners per day during this period with the trend of work from home. India's contribution to the direct selling market is only one percent, but it is one of the fastest growing markets. India ranks 12th among the top 20 countries in terms of trade.

"With the emergence of work from home trends, people have been able to explore options that can provide them with an additional source of self-earned income while working from home," IDSA said.

According to the report, the 'wellness' category of goods contributed 55 percent of the total sales of Indian direct selling in the first half of 2020-21.

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