Direct Selling in India

April 2025

Table of Contents

Direct Selling in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and beauty direct selling continues to dominate overall direct selling
Weak consumer sentiment and high food inflation limit discretionary spending, influencing the growth of direct selling
Players increasingly adopt a multi-channel approach, with a strategic focus on an online presence

PROSPECTS AND OPPORTUNITIES

Direct selling to benefit from self-employment and female empowerment opportunities
Loyalty programmes tailored to end consumers will help tackle growing competition from other retail channels
Diversification beyond traditional product range to offer opportunities for growth

CHANNEL DATA

Table 1 - Direct Selling by Product: Value 2019-2024
Table 2 - Direct Selling by Product: % Value Growth 2019-2024
Table 3 - Direct Selling GBO Company Shares: % Value 2020-2024
Table 4 - Direct Selling GBN Brand Shares: % Value 2021-2024
Table 5 - Direct Selling Forecasts by Product: Value 2024-2029
Table 6 - Direct Selling Forecasts by Product: % Value Growth 2024-2029

Retail in India - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture
Price, and level of involvement in the buying process are leading parameters when choosing a retail channel
Evolving consumer preferences make an omnichannel presence imperative to drive strong demand
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 - Standard Opening Hours by Channel Type 2024
Seasonality
Diwali season
End of season sale

MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
Table 9 - Sales in Retail Offline by Channel: Value 2019-2024
Table 10 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
Table 11 - Retail Offline Outlets by Channel: Units 2019-2024
Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
Table 13 - Sales in Retail E-Commerce by Product: Value 2019-2024
Table 14 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 17 - Sales in Grocery Retailers by Channel: Value 2019-2024
Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
Table 19 - Grocery Retailers Outlets by Channel: Units 2019-2024
Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 21 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

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