Retail market in India (US$ billion)

Category-wise Break-up of Total Retail Market in FY19

- Apparel & Footwear
- Consumer Durables & IT
- Jewelry & Accessories
- Health & Entertainment
- Home Décor & Furnishings
- Beauty & Personal Care
- Others

Indian E-commerce Market (US$ billion)

- 2018: 25.8
- 2019: 32.3
- 2021F: 84.0
- 2026F: 200.0

Online Retail in India (US$ billion)

- 2017: 17.8
- 2020F: 60.0
- 2022F: 73.0

Note: F – Forecast

Key Trends

- Robust demand: According to the Retailers Association of India (RAI), the retail industry achieved 93% of pre-COVID sales in February 2021; consumer durables and quick service restaurants (QSR) increased by 15% and 18% respectively.
- Innovation in Financing: Collective effort of financial houses and banks with retailers are enabling consumers to go for durable products with easy credit.
- Policy support: GST came as a single unified tax system for the sector. To provide a level-playing field to stakeholders, the Government is preparing policies of retail, FMCG and E-commerce within a single policy framework.

Government Initiatives

- Relax sourcing and investment rules for supermarkets

Advantage India

- 100% Single Brand Retail
- 51% Multi Brand Retail

FDI

Note: F – Forecast