### Retail Market in India (US$ billion)

- **2020**: 883
- **2024**: 1,300

**Note:** F – Forecast

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

- **Apparel & Footwear**: 200.5
- **Consumer Durables & IT**: 17.8
- **Jewelry & Accessories**: 9.8
- **Health & Entertainment**: 7.1
- **Home Décor & Furnishings**: 3.7
- **Beauty & Personal Care**: 2.7
- **Others**: 2.0

### Indian E-commerce Market (US$ billion)

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

**Note:** F – Forecast

### 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.
- **Increasing Investments:** Cumulative FDI inflows in the retail sector stood at US$ 3.44 billion between April 2000 and December 2020. India’s retail sector attracted US$ 6.2 billion from various private equity and venture capital funds in 2020.

### Government Initiatives

- Relax sourcing and investment rules for supermarkets
- 100% Single Brand Retail
- 51% Multi Brand Retail
- FDI

### Advantage India

- **Note:**
  - F – Forecast

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**Source:** Relaxing Sourcing Rules for Single Brand Retail Stores in India

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