**November 1, 2022**

**RETAIL**

**MARKET SIZE**

**SECTOR COMPOSITION**

**KEY TRENDS**

**GOVERNMENT INITIATIVES**

**ADVANTAGE INDIA**

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**Category-wise Break-up of Total Retail Market in FY20**

- **Food & Grocery**: 68%
- **Lifestyle**: 15%
- **Electronics**: 12%
- **Others**: 5%

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

- **FY19**: 23
- **FY20**: 30
- **FY21**: 38
- **FY26(P)**: 120

**E-retail shoppers (million - by country) (2020)**

- **China**: 702
- **US**: 211
- **India**: 140
- **Japan**: 85
- **Brazil**: 76

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**Note:** F – Forecast

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**Retail market in India (US$ billion)**

- **2020**: 883
- **2025F**: 1,000

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**Relax sourcing and investment rules for supermarkets**

100% Single Brand Retail

51% Multi Brand Retail

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- **Robust demand**: According to the Retailers Association of India (RAI), the retail industry achieved 96% of pre-COVID-19 sales in September 2021, driven by the rising demand from consumers.
- **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**: In April 2022, the government approved PLI scheme for textiles products for enhancing India’s manufacturing capabilities and enhancing exports with an approved financial outlay of Rs. 10,883 crore (US$ 1.37 billion) over a five-year period.
- **Increasing Investments**: India’s retail trading sector attracted US$ 4.11 billion FDIs between April 2000-June 2022.