



1.25 lakh+ exporters on Amazon Global Selling to surpass \$8 billion in cumulative exports from India in 2023

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- Over 266 million Made in India products exported through the program since its launch in 2015
- More than 1,200 Indian exporters on Amazon Global Selling crossed INR 1 crore in sales in 2022
- Maharashtra, Delhi, Gujarat, Rajasthan, and Uttar Pradesh emerge as states with maximum number of exporters on the program.
- In 2022, highest growth seen in categories like Toys (50%+), Home & Kitchen (35%+), Beauty Products (25%+), Furniture, and Luggage (20%+ each)

New Delhi, July 5, 2023: Amazon today unveiled the [Exports Digest 2023](#) and announced that cumulative exports by Indian exporters on its e-commerce exports program <Amazon Global Selling> are on track to surpass \$8 billion in 2023. Amazon Global Selling has been witnessing remarkable adoption among businesses of all sizes across the country and has grown to more than 1.25 lakh (125K) exporters since its launch in 2015. These exporters are showcasing millions of 'Made in India' products to customers worldwide through Amazon's 18+ international marketplaces in countries such as the US, the UK, the UAE, Canada, Mexico, Germany, Italy, France, Spain, the Netherlands, Turkey, Brazil, Japan, Australia, and Singapore.

Sh. Narayan Tatu Rane, Hon'ble Union Minister for MSMEs, Govt. of India said, "The MSME sector, which contributes significantly to our economy, plays a critical role in achieving our vision of an Atmanirbhar Bharat. With its vibrant and dynamic nature, this sector fosters entrepreneurship and generates employment opportunities. To unlock its full potential, we must encourage manufacturing, entrepreneurship, and international expansion. E-commerce exports, facilitated by programs like Amazon Global Selling, offer Indian MSMEs unparalleled opportunities to showcase their products globally. With enabling policies and support, we can turn our Prime Minister's vision into a reality and become a global export powerhouse."

According to Bhupen Wakankar, Director Global Trade at Amazon India, "Amazon Global Selling is helping entrepreneurs across India sell millions of Made in India products to customers globally. The program is seeing remarkable momentum and it resonates in the success of tens of thousands of exporters who are part of the program. Our focus remains on removing pain-points associated with running an exports business and we have reduced the average go-to-market time for entrepreneurs on the program exporting to the US by 35% in the last two years." He added, "The inclusion of a dedicated chapter on e-commerce exports in the FTP'23 will catalyze growth in exports and expand the opportunity to lakhs of small businesses across India. We will continue working with all stakeholders and lakhs of small businesses and startups to enable \$20 billion in cumulative e-commerce exports from India by 2025."

Highlights of Exports Digest 2023

The 2023 edition of Amazon's annual [Exports Digest](#) provides insights into the success and scale of exports from India through the Amazon Global Selling program, reflecting a growing increase in demand for Indian products across global markets and the growth of Indian exporters selling globally. Amazon Global Selling has made significant investments to make exports easier and more accessible for MSMEs and entrepreneurs across India. The program now has exporters from 200+ cities including tier-2 towns such as Sri Ganganagar (Rajasthan), Neemuch (Madhya Pradesh), Moradabad (Uttar Pradesh), Tiruvallur (Tamil Nadu), and Kolhapur (Maharashtra). More than 1,200 Indian exporters on the program crossed INR 1 crore in sales in 2022.

In 2022, several Indian entrepreneurs and businesses such as Indus Cosmeceuticals Private Limited (beauty and wellness), Aadvik Foods (consumables), Native Fab (home textile), SG Enterprises (toys), Handicraft Home (home décor), and Luxmi Estates, among others, emerged as globally successful brands, underlining the popularity of 'Made in India' products in international markets.

Naman Jain, Business Head at Linen Home says, "Our decision to directly engage with customers worldwide and leverage Amazon Global Selling as our platform of choice was a strategic move. We initiated our exports to the US through Amazon in 2017 upon witnessing a positive response from customers, we swiftly expanded our product line to include duvet covers, fitted sheets & flat sheets. Our business on Amazon Global Selling has doubled last year and we are experiencing an even higher demand in recent months. We have accordingly expanded our team focused on ecommerce exports from 5 people to 20 people in the last year."

Top Growth Categories on Amazon Global Selling in 2022

- Toys: Over 50% growth YoY
- Kitchen: Over 35% growth YoY
- Beauty: Over 25% growth YoY
- Luggage: Over 20% growth YoY
- Furniture: Over 20% growth YoY

Top 10 international marketplaces for Indian sellers on Amazon Global Selling

- The United States, The United Kingdom, Canada, Germany, The United Arab Emirates, France, Italy, Spain, Mexico, and Saudi Arabia

Smaller cities witnessing remarkable growth

- Exporters from 25 Indian cities cumulatively crossed \$10 million in sales in 2022.
- Exporters from Sri Ganganagar, Rajasthan, cumulatively crossed \$13 million in sales in 2022
- Exporters from Haridwar, Uttarakhand, cumulatively crossed \$23 million in sales in 2022
- Exporters from Neemuch, Madhya Pradesh, cumulatively crossed \$1 million in sales in 2022
- Exporters from Kolhapur, Maharashtra, cumulatively crossed \$4 million in sales in 2022

Highlights of Exports Digest 2023: Top States, Cities, and Products on Amazon Global Selling

State	Top Cities	Total Exporters	Top-selling product categories	Key export markets
Delhi	New Delhi	20,000	Toys, Kitchen, Beauty, Books, Home, Health and personal care	US, UK, Canada, UAE, Germany
Gujarat	Surat, Ahmedabad, Vadodra, Rajkot, Anand	12,000	Apparel, Beauty, Sports, Grocery, Kitchen	US, UK, Canada, UAE, Germany

Haryana	Gurgaon, Faridabad, Yamuna Nagar, Panipat, Ambala	7,000	Sports, Furniture, Toys, Health and personal care, Business, Industrial and Scientific Supplies (BISS)	US, UK, France, Germany, Canada
Madhya Pradesh	Indore, Bhopal, Gwalior, Dewas, Jabalpur	5,000	Grocery, Home, Beauty, Office products, Health and personal care	US, UK, Australia, UAE, Canada
Maharashtra	Mumbai, Thane, Pune, Nagpur, Raigarh	15,000	Toys, Kitchen, Home, Jewellery, Health and personal care	US, UK, Canada, UAE, Germany
Punjab	Ludhiana, Rupnagar, Patiala, Jalandhar, Amritsar	4,000	Shoes, Home, Beauty, Toys and Health and personal care	US, UK, Canada, France, Germany
Rajasthan	Jaipur, Udaipur, Jodhpur, Ajmer, Kota	17,000	Luggage, Personal Care, Shoes, Apparel, Home	US, UK, Canada, France, Germany
Tamil Nadu	Chennai, Coimbatore, Kancheepuram, Tiruvallur, Kanur	5,000	Apparel, Automotive, Home, Kitchen, Health and personal care	US, UK, Canada, Germany, Mexico
Uttar Pradesh	Gautam Buddha Nagar, Ghaziabad, Meerut, Kanpur, Moradabad	12,000	Home, Apparel, Kitchen, Jewellery, Health and personal care	US, UK, Canada, Germany
West Bengal	North 24 Parganas, South 24 Parganas, Howrah, Hooghly	3,000	Furniture, Home, Luggage, Leather goods, Home improvement	US, UK, Canada, Australia, Germany

Amazon Global Selling

Amazon Global Selling is a flagship ecommerce exports program that helps lower the entry barrier for Indian MSMEs and entrepreneurs to start or expand their exports business using ecommerce. The program was launched in India in 2015 to help Indian exporters reach customers worldwide through Amazon's international websites and marketplaces. It provides an avenue for businesses of all sizes to build global brands. Today there are more than 1.25 lakh exporters on the program, showcasing millions of Made in India products to customers in 200+ countries and territories across the world. Many of these businesses are first-generation entrepreneurs and emerging brands.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.com/about and follow @AmazonNews.