



## Indian exporters on Amazon Global Selling see nearly 70% business growth (YoY) during Prime Day 2023

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- Highest growth seen in categories like Beauty <125% YoY growth>, Apparel <122% YoY growth>, Home <81% YoY growth>, Furniture <75% YoY growth>, Kitchen <52% YoY growth>
- US, UK and Middle East drove business growth for Indian exporters this Prime Day; Japan emerges as new high growth destination with sellers seeing over 55% business growth YOY respectively.

**Bengaluru, July 24** – During the Prime Day event held globally on July 11 and 12 this year, Indian exporters on Amazon Global Selling saw nearly 70% business growth (YoY), going past the average growth rates in the previous editions of the two-day sale event. Indian exporters sold hundreds of thousands of 'Made in India' products to customers across the world with categories like Beauty <125% YoY growth>, Apparel <122% YoY growth>, Home <81% YoY growth>, Furniture <75% YoY growth>, Kitchen <52% YoY growth> witnessing highest growth. The success of Indian exporters on Amazon globally underlines the growing adoption of ecommerce exports amongst micro, small and medium enterprises (MSMEs) and start-ups across the country. Several globally popular Indian brands such as Homespun Global, California Design Den, Glamburg, Indo Count, Skillmatics, Himalaya amongst others participated in Prime Day 2023.

"With more than 200 million Amazon Prime members globally, Prime Day has always been a key growth period for Indian exporters on Amazon Global Selling. This year, we saw thousands of exporters from across the country take lakhs of 'made in India' products to customers worldwide. With more and more people relying on ecommerce globally, we believe Amazon Global Selling will help accelerate the exports business for sellers of all sizes," says, **Bhupen Wakankar, Director Global Trade, Amazon India.**

"Prime Day 2023 proved to be our best-ever event, we saw over 100% YoY growth and achieved a 6X increase compared to our normal business operations. Our success is a result of advanced planning for strategic product launches, active participation in deals, scaling up our marketing efforts, and ensuring meticulous inventory management.," says **Madhur Singhal, Founder of Linenwalas.**

**Bharat Gulia, Founder Einstein Box** says, "We saw a 5X growth compared to Prime Day last year. Since 2021, we have been successfully selling Early Learning and Science Kits on Amazon.com, receiving lots of customer love and trust. The demand from global markets is indeed huge, and thanks to Amazon Global Selling, we have been able to significantly scale our business. The success we've achieved in global markets not only fills us with pride as an Indian manufacturer but also enables us to create employment opportunities and make a positive impact."

### Great demand for Indian products

Amazon customers across markets like North America, Europe, Middle East, Japan and others shopped for a range of products from Indian exporters across categories. The highest growth was seen in categories like Beauty, Apparels, Home, Kitchen, Furniture, Toys amongst others. US, UK and Middle East drove business growth for Indian exporters this Prime Day; Japan emerged as new high growth destinations with sellers seeing over 55% business growth YOY respectively.

We launched Minimalist on Amazon UAE in 2021 and in a short span, we have achieved a lot. Our UAE business on Amazon is growing an impressive 107% YOY with Prime Day 2023 being a great enabler generating unprecedented spikes of 2X on Day 1 and 4X on Day 2. Our innovative products like Niacinamide 10% face serum and Vitamin B5 moisturizer, continue to dominate as best sellers reinforcing their position as a trusted and preferred brand among consumers worldwide" says, **Mohit Yadav, Founder – Minimalist.**

### Building global appeal for Indian products

Ahead of Prime Day 2023, Amazon worked with Indian exporters on Global Selling to identify key shopping trends and bring in relevant product assortment, apart from supporting them in areas like cross-border logistics, payments etc. to get their inventory ready and recommending a range of deals and advertising options to choose from.

Reiterating Amazon's commitment to support Indian sellers to succeed in global markets, **Bhupen Wakankar** adds, "As we work towards our pledge of enabling \$20 billion in cumulative exports from India by 2025; the entire team at Amazon Global Selling remains focused on making exports easy and accessible for small businesses and contribute to the Indian government's vision of boosting exports from the country."

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### About Amazon Global Selling (India)

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

### Growth of Indian Exporters from tier 2 and tier 3 cities during Prime Day globally

- Panipat (75%+ YoY)
- Indore (55%+ YoY)
- Jaipur (55%+ YoY)
- Erode (40%+ YoY)

### Top 5 products sold by Indian exporters during Prime Day globally

- Bedsheets
- Scrub Apparel Sets
- Windshield Sunshades
- STEM Toys
- Kitchen Products (Slicers)

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. Together they are on track to surpass \$8 billion in cumulative exports from India by 2025.

**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](https://amazon.com/about) and follow @AmazonNews.

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