

# INDIA'S EXPORT OVERVIEW



- India's total export market stands at US **\$526**
- **60%** of exports are good, while **40%** are services
- Non B2B exports account for nearly **46%** (US \$240B) of the total exports market
- Within the non B2B exports vertical, services account for **71%** (US \$170B) and goods for **29%** (US \$70B)
- When we exclude B2B shipments, purchases by institutional buyers and bulk shipments, the total addressable export market for digital payments is US\$ **240B** (30% Goods, 70% Services)
- Indian regulations allow payment gateways to process XB transactions with ticket size <\$10K. Market for such payments is US **\$27B** across top 5 sectors in Goods and Services

## Top 5 Goods vertical

\$ Mn	EXPORTS (US\$ B)	PERCENTAGE OF TOTAL GOODS EXPORTS	EXPORTS (Txn size< \$10K, US\$ M)
Gems & Jewelry	34	49%	1,760
Ready-made Garments	16	23%	1,130
Leather Products	5	7%	920
Electronics	3	4%	630
Handicrafts	2	3%	570

Top 5 goods vertical make up **86%** of the total goods exports

## Top 5 Services vertical

\$ Mn	EXPORTS (US\$ B)	PERCENTAGE OF TOTAL GOODS EXPORTS	EXPORTS (Txn size< \$10K, US\$ M)
Software Services	93	60%	8,360
Travel	30	16%	9,260
Business Services & Consulting	13	9%	780
Engineering Services	6	4%	1,350
Advertising (Digital + Events)	3	2%	2,200

Top 5 services vertical make up **91%** of the total services exports