

THE ECONOMIC FOOTPRINT OF BRANDED MERCHANDISE

India, 2025



INDIA'S MARKET SPENDING



₹624 billion (USD 7B)

Total branded merchandise spending in India in 2025

Indian market spending accounted for **2% of global spending on branded merchandise products** in 2025.

Spending on promotional products could make up **26% of spending on advertising** in India.

Promotional products ₹312B (USD 4B)

Licensed merchandise ₹312B (USD 4B)

Promotional product spending sourced from PPAI distributor sales reports and supplemented by a survey of industry buyers uncovering alternative channels of sales.
Licensed merchandise data sourced from the Global Licensing Survey.

ECONOMIC IMPACT SUPPORTED BY INDIA'S MARKET SPENDING



₹826 billion (USD 9B)

Contribution to GDP sustained by the branded merchandise industry in 2025

Representing 0.2% of national GDP, or ₹1 in every ₹430 of economic activity



939,000

Jobs supported by the branded merchandise industry in 2025

Equivalent to 1 in every 460 jobs in India



₹161 billion (USD 2B)

Contribution to tax revenues supported by the branded merchandise industry in 2025

Equivalent to ₹470 per Indian household

GDP IMPACT BY CHANNEL

Direct impact
₹277B (USD 3B)

+

Indirect impact
₹385B (USD 4B)

+

Induced impact
₹164B (USD 2B)

=

Total impact
₹826 billion (USD 9B)

The economic activity generated by the industry's own operations (divided into downstream, midstream, and upstream components)

The economic activity supported through the industry's supply chain spending with other sectors in the economy

The economic activity supported when employees of the industry and its suppliers spend their wages in the wider economy

The sum of all channels of impact

EMPLOYMENT IMPACT BY CHANNEL AND INDUSTRY VALUE LAYER

Direct jobs
265k generated

+

Indirect jobs
469k supported

+

Induced jobs
205k supported

=

Total jobs supported
939k

Of the 265k direct jobs generated by the industry

Midstream jobs

140k downstream jobs

40k jobs

85k upstream jobs



Downstream firms
carry out buyer-facing activities: promotional product distributors, licensed merchandise retailers, brand activation activities, e-commerce retailers.



Midstream firms
carry out wholesaling and warehousing activities and decorate promotional products (promotional product suppliers).



Upstream firms
manufacture branded merchandise goods (licensed merchandise goods and blank promotional products).