



CONFEDERATION OF ALL INDIA TRADERS

(An Apex Body of Trade Federations, Associations & Small Scale Sector of India)



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A Trader

Press Release

21st October, 2025

Record-breaking Diwali sales of ₹5.40 Lakh Crore in goods & 65 thousand crores in services reflect India's economic strength and Swadeshi spirit.

The Confederation of All India Traders (CAIT) has released its comprehensive "Research report on Diwali festival sales 2025", based on an extensive nationwide survey across 60 major distribution centres including state capitals and Tier 2 & 3 cities conducted by its research wing CAIT Research & Trade Development Society.

According to the study, total Diwali sales this year touched a record ₹6.05 lakh crore, comprising ₹5.40 lakh crore in goods and ₹65,000 crore in services, marking the highest-ever festive business in India's trading history.

Delhi's Chandni Chowk MP & Secretary General of the CAIT Shri Praveen Khandelwal said that the report highlights that Prime Minister Shri Narendra Modi has emerged as a "strong brand ambassador" of GST rationalization and Swadeshi adoption, inspiring both the trading community and consumers alike.

Shri Khandelwal said that the Prime Minister's call for "Vocal for Local" and "Swadeshi Diwali" resonated deeply with the public — 87% of consumers preferred Indian-made goods over imported products, resulting in a sharp decline in demand for Chinese items. Traders reported a 25% surge in sales of Indian-manufactured products compared to last year.

Shri Khandelwal said that the Diwali 2025 trade figures indicate a 25% rise over last year's ₹4.25 lakh crore sales. Mainline retail — particularly non-corporate and traditional markets — contributed 85% of total trade, underscoring a powerful comeback of India's physical markets and small traders.

CAIT National President Shri B C Bhartia said that sector wise percentage of sales of prominent festive items includes Grocery & FMCG 12%, Gold & Jewellery

10%, Electronics & Electricals

8%, Consumer Durables 7%,

Ready-made Garments 7%,

Gift Items 7%, Home Décor

5%, Furnishing & Furniture

5%, Sweets & Namkeen 5%,

Textiles & Fabrics 4%,

Pooja Articles 3%, Fruits & Dry Fruits 3%, Bakery & Confectionery 3%, Footwear

2%, Other Miscellaneous items

19% constitute the total trade.

He further said that service sector expansion adds ₹65,000 Crore

He added that alongside retail trade, services such as packaging, hospitality, cab services, travel, event management, tent & decoration, manpower, and delivery generated an estimated ₹65,000 crore, reflecting the ripple effect of the festive economy across multiple sectors.

Shri Khandelwal said that GST rate rationalisation fuels consumer demand. The report found that 72% of surveyed traders attributed higher sales volumes directly to reduced GST rates on daily-use items, footwear, garments, confectionery, home décor, and consumer durables.

Consumers also expressed greater satisfaction with stable pricing, which encouraged sustained festive spending.

The trade leaders said that Trader & consumer sentiments at a decade High. They added that Trader confidence Index (TCI): 8.6 / 10 and Consumer confidence index (CCI) stands at 8.4 / 10. Both traders and consumers believe the increased consumption trend is sustainable, driven by stable inflation, higher disposable income, and confidence in the national economy. The report notes that this festive surge will continue through the winter, wedding, and upcoming festive season from mid-January.

"Vyapar Bhawan"



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While talking about employment & economic Impact of the festive sales, Shri Khandelwal said that the non-corporate, non-agriculture sector — comprising over 9 crore small businesses and millions of manufacturing units — continues to be the main engine of India's growth. Diwali 2025 trade created 50 lakh temporary jobs in logistics, packaging, transport, and retail services. Rural and semi-urban India accounted for 28% of total trade, confirming deeper economic participation beyond metros.

Shri Khandelwal said that based on research report, it is recommended to Ssimplify GST compliance and enhance credit access for small traders and manufacturers. Develop logistics and warehousing hubs in Tier 2 & 3 cities. Promote low-MDR digital payments and market digitization. Strengthen traffic, parking, and urban market infrastructure. Continue "Swadeshi" promotion through coordinated trade-government messaging.

"This year's Diwali has been historic — a festival of prosperity, nationalism, and economic confidence," said the CAIT Research & Trade Development Society. "Under the visionary leadership of Prime Minister Shri Narendra Modi, India's retail trade sector has proven itself as the backbone of Aatmanirbhar Bharat, symbolizing the fusion of tradition, technology, and trust."- said Shri Khandelwal

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