

Toys and Games in India

Market Direction | 2023-06-21 | 31 pages | Euromonitor

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Report description:

The toys and games industry in India continued its upwards trajectory in 2022, with a double-digit increase in current value terms. However, the performances across the two categories, traditional toys and games and video games, saw a significant difference.

Euromonitor International's Toys and Games in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Toys and Games market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

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List Of Contents And Tables

TOYS AND GAMES IN INDIA

EXECUTIVE SUMMARY

Toys and games in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 1 Sales of Toys and Games by Category: Value 2017-2022

Table 2 Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Toys and Games: % Value 2018-2022

Table 4 LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 5 Distribution of Toys and Games by Format: % Value 2017-2022

Table 6 Forecast Sales of Toys and Games by Category: Value 2022-2027

Table 7 Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

TRADITIONAL TOYS AND GAMES IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Continued impact of requirement for BIS certification leads to lack of availability in multiple categories

Indian parents prioritise STEM toys to aid their children's development

E-commerce continues to gain share, but growth slows post-pandemic

PROSPECTS AND OPPORTUNITIES

Increasing consumer focus on traditional and localised toys to drive growth

Rising purchasing power to positively impact traditional toys and games

Subscription boxes for toys set to gain prominence

CATEGORY DATA

Table 8 Sales of Traditional Toys and Games by Category: Value 2017-2022

Table 9 Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022

Table 10 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022

Table 11 NBO Company Shares of Traditional Toys and Games: % Value 2018-2022

Table 12 LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022

Table 13 Distribution of Traditional Toys and Games by Format: % Value 2017-2022

Table 14 Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027

Table 15 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027

Table 16 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

VIDEO GAMES IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for gaming subscriptions is on the rise
Rising popularity of video games based on Indian culture and mythology
Static consoles records slower growth in 2022

PROSPECTS AND OPPORTUNITIES

Mobile games poised to maintain its dominance in video games
Rising support for e-sports set to drive strong growth
Growing traction for digital video games software

CATEGORY DATA

Table 17 Sales of Video Games by Category: Value 2017-2022
Table 18 Sales of Video Games by Category: % Value Growth 2017-2022
Table 19 NBO Company Shares of Video Games: % Value 2018-2022
Table 20 LBN Brand Shares of Video Games: % Value 2019-2022
Table 21 NBO Company Shares of Video Games Hardware: % Value 2018-2022
Table 22 LBN Brand Shares of Video Games Hardware: % Value 2019-2022
Table 23 NBO Company Shares of Video Games Software: % Value 2018-2022
Table 24 Distribution of Video Games by Format: % Value 2017-2022
Table 25 Distribution of Video Games Hardware by Format: % Value 2017-2022
Table 26 □Distribution of Video Games Software by Format: % Value 2017-2022
Table 27 □Distribution of Video Games Software (Physical) by Format: % Value 2017-2022
Table 28 □Distribution of Video Games Software (Digital) by Format: % Value 2017-2022
Table 29 □Forecast Sales of Video Games by Category: Value 2022-2027
Table 30 □Forecast Sales of Video Games by Category: % Value Growth 2022-2027

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