

Traditional Toys and Games in India

Market Direction | 2023-06-21 | 19 pages | Euromonitor

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Report description:

The implementation of the Toys (Quality Control) Order by the Indian government in 2021 brought about new regulations that mandated BIS certification for all toys sold in India, regardless of where they are produced. The primary objective behind this measure was to ensure that imported toys or those manufactured within India adhered to specific safety and quality standards.

Euromonitor International's Traditional 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: Action Figures and Accessories, Arts and Crafts, Baby and Infant, Construction, Dolls and Accessories, Dress-Up and Role Play, Games and Puzzles, Model Vehicles, Other Traditional Toys and Games, Outdoor and Sports, Plush, Pre-School, Remote Control Toys, Ride-On Vehicles, Scientific/Educational.

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

Why buy this report?

- * Get a detailed picture of the Traditional 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.

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

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

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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

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