

Toys and Games in India

Market Direction | 2024-06-19 | 30 pages | Euromonitor

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Report description:

Toys and games in India witnessed strong positive current value growth in 2023. After three years of decline, traditional toys and games experienced a strong rebound as the supply situation improved, and major players such as Mattel and Hasbro resumed imports of toys into the country. The enforcement of the Toys Order in 2021 required that toys which are imported or manufactured domestically adhere to certain quality standards and have BIS certification. Delays for foreign facilities in getting...

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 2019-2023, 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 2028 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.

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2023 DEVELOPMENTS

Strong, albeit slowing growth for video games in 2023

Growing shift from physical to digital console and computer games

Localisation remains a key theme in new video games

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