

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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Table of Contents:

Toys and Games in India
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List Of Contents And Tables

TOYS AND GAMES IN INDIA

EXECUTIVE SUMMARY

Toys and games in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 1 Sales of Toys and Games by Category: Value 2018-2023

Table 2 Sales of Toys and Games by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Toys and Games: % Value 2019-2023

Table 4 LBN Brand Shares of Toys and Games: % Value 2020-2023

Table 5 Distribution of Toys and Games by Format: % Value 2018-2023

Table 6 Forecast Sales of Toys and Games by Category: Value 2023-2028

Table 7 Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

TRADITIONAL TOYS AND GAMES IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Partial resumption of imports supports growth in 2023

Hasbro continues to lead traditional toys and games

Share of e-commerce continues to grow

PROSPECTS AND OPPORTUNITIES

Macroeconomic factors will continue to support growth of traditional toys and games

Growing shift towards localised and sustainable products

Demand for STEM toys to grow in the forecast period

CATEGORY DATA

Table 8 Sales of Traditional Toys and Games by Category: Value 2018-2023

Table 9 Sales of Traditional Toys and Games by Category: % Value Growth 2018-2023

Table 10 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2018-2023

Table 11 NBO Company Shares of Traditional Toys and Games: % Value 2019-2023

Table 12 LBN Brand Shares of Traditional Toys and Games: % Value 2020-2023

Table 13 Distribution of Traditional Toys and Games by Format: % Value 2018-2023

Table 14 Forecast Sales of Traditional Toys and Games by Category: Value 2023-2028

Table 15 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2023-2028

Table 16 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2023-2028

VIDEO GAMES IN INDIA

KEY DATA FINDINGS

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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

PROSPECTS AND OPPORTUNITIES

Access to affordable internet will continue to benefit mobile games

Rise of e-sports to bolster demand for video games

Huge growth potential for AR/VR headsets in the country

CATEGORY DATA

Table 17 Sales of Video Games by Category: Value 2018-2023

Table 18 Sales of Video Games by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Video Games: % Value 2019-2023

Table 20 LBN Brand Shares of Video Games: % Value 2020-2023

Table 21 NBO Company Shares of Video Games Hardware: % Value 2019-2023

Table 22 LBN Brand Shares of Video Games Hardware: % Value 2020-2023

Table 23 NBO Company Shares of Video Games Software: % Value 2019-2023

Table 24 Distribution of Video Games by Format: % Value 2018-2023

Table 25 Distribution of Video Games Hardware by Format: % Value 2018-2023

Table 26 □Distribution of Video Games Software by Format: % Value 2018-2023

Table 27 □Distribution of Video Games Software (Physical) by Format: % Value 2018-2023

Table 28 □Distribution of Video Games Software (Digital) by Format: % Value 2018-2023

Table 29 □Forecast Sales of Video Games by Category: Value 2023-2028

Table 30 □Forecast Sales of Video Games by Category: % Value Growth 2023-2028

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