

## **Video Games in India**

Market Direction | 2024-06-19 | 22 pages | Euromonitor

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### **Report description:**

Video games in India maintained its strong growth trajectory in current value terms in 2023, although the rate of increase slowed compared with 2022, due to factors such as economic uncertainty, inflation, and greater mobility outside the home. Consumer spending habits were also more restricted during the year, as some people preferred to save or divert spending from discretionary products to essentials. Furthermore, with the majority of employees returning to the office, the rate of increase fo...

Euromonitor International's Video 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: Video Games Hardware, Video Games Software.

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

Why buy this report?

- \* Get a detailed picture of the Video 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:

Video Games in India  
Euromonitor International  
June 2024

### List Of Contents And Tables

#### VIDEO GAMES IN INDIA

##### KEY DATA FINDINGS

##### 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 1 Sales of Video Games by Category: Value 2018-2023

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

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

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

Table 5 NBO Company Shares of Video Games Hardware: % Value 2019-2023

Table 6 LBN Brand Shares of Video Games Hardware: % Value 2020-2023

Table 7 NBO Company Shares of Video Games Software: % Value 2019-2023

Table 8 Distribution of Video Games by Format: % Value 2018-2023

Table 9 Distribution of Video Games Hardware by Format: % Value 2018-2023

Table 10 □Distribution of Video Games Software by Format: % Value 2018-2023

Table 11 □Distribution of Video Games Software (Physical) by Format: % Value 2018-2023

Table 12 □Distribution of Video Games Software (Digital) by Format: % Value 2018-2023

Table 13 □Forecast Sales of Video Games by Category: Value 2023-2028

Table 14 □Forecast Sales of Video Games by Category: % Value Growth 2023-2028

#### 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 15 Sales of Toys and Games by Category: Value 2018-2023

Table 16 Sales of Toys and Games by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Toys and Games: % Value 2019-2023

Table 18 LBN Brand Shares of Toys and Games: % Value 2020-2023

Table 19 Distribution of Toys and Games by Format: % Value 2018-2023

Table 20 Forecast Sales of Toys and Games by Category: Value 2023-2028

Table 21 Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

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