

India Gaming Console Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)

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Report description:

The India gaming console market is projected to grow at a CAGR of 5.70% between 2025 and 2034.

India Gaming Console Market Growth

The rising accessibility of exclusive game titles on consoles, rise of the female gamers and older adults, and growth of the e-sports are some crucial drivers for the growth of the India gaming console market. As per a market survey conducted among 2317 participants across different demographics, around 41 per cent of the gamers in India are women.

Subscription services such as Xbox Game Pass and PlayStation Now are also on the rise in the market as they offer gamers an extensive collection of game libraries at a monthly fee and ensure that the gamers remain interested in their product for a long duration.

India gaming console industry analysis suggests that with the integration of advanced technology such as AI and machine learning into gaming consoles, the players can utilise the adaptive difficulty level which can identify any player's skills and personalise the gaming experience for them depending upon that.

Key Trends and Recent Developments

Rising disposable income, preference for online games, increasing youth population, and expansion of e-commerce platforms are accelerating the India gaming console market value.

September 2024

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Taiwanese electronics brand Acer launched its first handheld gaming console product, the new Nitro Blaze 7, in all global markets including India. It was powered by the AMD Ryzen 8040 Series processors and featured 16GB LPDDR5x RAM along with 2TB of storage. Additionally, it was based on the Windows 11 platform and came with a dedicated Acer Game Space app that offered access to games from various platforms.

August 2024

ASUS India launched its new handheld gaming console, the ROG ALLY X, as a part of the Republic of Gamers (ROG) product range. It was powered by the AMD Z1 Extreme CPU and featured the Radeon 780M iGPU with 12 Compute Units (CUs). Other key upgrades included an 80Wh battery and a 1TB storage (expandable up to 4TB), along with a 24GB RAM.

August 2024

PlayStation India announced the launch of new handheld PlayStation Portal gaming console device which allowed players to play games installed exclusively on their PlayStation console over a smaller smartphone or tablet screen. Unlike standalone handheld gaming console devices, the PS Portal required a PlayStation 5 or PlayStation 4 to work.

June 2024

Lenovo launched its first handheld gaming console, the Legion Go, in India. It was based on the Windows 11 platform, powered by the AMD Ryzen Z1 Extreme processor, and featured an integrated AMD RDNA graphic processing unit (GPU) with 16GB RAM and 1TB of storage. The device enhanced the on-the-go gaming experience with its detachable controller setup.

Rising Disposable Income is Propelling the Growth of India Gaming Console Market

Indians are witnessing a consistent rise in their disposable income owing to growing employment rates. This encourages them to invest in high-end and luxury entertainment products such as gaming consoles, premium gaming systems and accessories which offer an immersive and quality gaming experience in the comfort of their homes. According to the government's recent estimates, the country's per capita disposable income was estimated at INR 2.14 lakhs in FY 2023-24, a growth of 8% since the previous year. A further rise in disposable income, owing to the growing national GDP, is expected in the coming years, which will, in turn, drive the growth of gaming console market in the country.

Growing Youth Population is Fueling the Gaming Console Demand in India

The demand for online gaming and gaming consoles is primarily being driven by the youth population of India, aged between 16 to 30 years. With a median age of around 28 years, this demographic group is extremely tech-savvy and keen on interactive indoor games as their leisure activity, making them the largest consumer base for the Indian gaming console market. According to the Ministry of Statistics and Programme Implementation (MoSPI), the youth population in India reached its peak in 2021 at 371.4%, where five states, namely Bihar, Uttar Pradesh, Maharashtra, Madhya Pradesh, and Rajasthan accounted for 52% of their total population. As the youth population rises further in other Indian states, the overall demand for gaming consoles is expected to witness a sharp surge.

Preference for Online Games Creating New India Gaming Console Market Opportunities

The gaming pattern in India is rapidly shifting from traditional single-player offline games to multiplayer online 3D and cloud games, as gamers are increasingly seeking interactive gameplay experiences in real time. This is further enhanced by the country's increased internet penetration and expansion of 5G internet network. Realising the growing demand for such games, by

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casual and professional gamers alike, Indian manufacturers are inclining towards the development of consoles that can support these gaming experiences. For instance. Logitech, a leading gaming console brand, launched its G console series in India in September 2022, a high-end, portable cloud gaming device featuring a Qualcomm Snapdragon 720G processor for increased efficiency. Such devices are enhancing the overall gaming console market development in India.

Expansion of E-commerce Platforms Driving the Growth of India Gaming Console Market Revenue

The expansion of homegrown and international e-commerce giants in India is leading to increased online sales of gaming consoles. Most of the major console brands, including Samsung, Microsoft, Nintendo, and Asus have their products listed on e-commerce websites. Moreover, they also often launch products exclusively for these websites, aiming at a higher consumer reach. Other factors that make these platforms a preferable source of gaming console trade include the flexibility of online purchase, doorstep delivery, easy return or exchange policy, and multiple discounts. Invest India, a government initiative, estimated the e-commerce sector in India to grow at a consistent rate of 18%, bringing the total online shopper base in the country to nearly 600 million by 2030. These projections indicate a growing online market of gaming consoles in the coming years.

India Gaming Console Industry Segmentation

"India Gaming Console Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Type

- Home Consoles
- Handheld Consoles
- Hybrid Consoles
- Dedicated Consoles
- Others

Market Breakup by Platform

- PlayStation
- Xbox
- Wii
- Others

Market Breakup by End Use

- Personal
- Commercial

Market Breakup by Distribution Channel

- Online
- Offline

Market Breakup by Region

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- East India
- West and Central India
- North India
- South India

India Gaming Console Market Share

Based on the platform, the market is divided into PlayStation, Xbox, and Wii, among others. PlayStation accounts for a significant market share due to the availability of exclusive titles such as the "Uncharted" series, "The Last of Us", and "Spider-Man", which drives Indian consumer's interest. Additionally, the India Hero Project launched by PlayStation in May 2023 intends to support game developers in the country to launch their games on their consoles, providing ample opportunities for console growth.

Leading Companies in the India Gaming Console Market

The market players are launching new product variants with better designs and functionalities to gain a competitive edge in the market.

- Sony Corporation
- Microsoft Corporation
- Nintendo Co., Ltd.
- Logitech International SA
- Atari Inc.
- Meta Platforms Technologies, Inc.
- Samsung Electronics Co. Ltd.
- Valve Corporation
- HTC Corporation
- ASUSTEK Computer Inc.
- Others

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