

**India Preschool/Child Care Market, By Facility (Full Day Care, After School Care), By Age Group (Less than 1Yr, 1-2Yrs, 2-4Yrs, Others), By Location (Standalone, School Premises, Office Premises), By Region, Competition, Forecast & Opportunities, 2021-2031F**

Market Report | 2025-07-14 | 81 pages | TechSci Research

**AVAILABLE LICENSES:**

- Single User License \$3500.00
- Multi-User License \$4500.00
- Custom Research License \$7000.00

**Report description:****Market Overview**

India Preschool/Child Care Market was valued at USD 4.78 Billion in 2025 and is projected to reach USD 8.56 Billion by 2031, growing at a CAGR of 10.2% during the forecast period. The market is witnessing robust expansion due to increasing urbanization, economic development, and heightened parental awareness regarding early childhood education. As more families transition to nuclear and dual-income structures, the demand for structured and reliable preschool and childcare services is surging. The sector features a mix of standalone centers, branded chains, and integrated school-based facilities, offering a blend of play-based learning, safety, and cognitive development programs. Government schemes such as the Integrated Child Development Services (ICDS) are driving private sector involvement and helping improve service quality. Urban centers, particularly in tier I and tier II cities, are leading market adoption, reflecting the shift towards early developmental programs that support holistic child growth in a safe, stimulating environment.

**Key Market Drivers****Rising Urbanization and Dual-Income Households**

The growing trend of urbanization in India has led to a shift toward nuclear families and dual-income households, driving demand for quality preschool and childcare services. With over 70% of urban households now being nuclear families (NFHS-5), and the urban population projected to reach 600 million by 2031 (World Economic Forum), working parents increasingly rely on childcare centers that ensure safety, developmental learning, and flexible schedules. Tier I and II cities have seen the highest concentration of such centers, responding to the lifestyle needs of professionals. According to IBEF, in 2022, the average per-child expenditure in India was USD 96.21, reflecting a growing investment in structured early education.

## Key Market Challenges

### Affordability and Accessibility

Despite increased demand, access to affordable, high-quality preschool and childcare services remains a challenge for many Indian families. In urban areas, service costs are often prohibitively high for middle- and lower-income groups. Meanwhile, rural and semi-urban regions face infrastructure limitations, a shortage of trained educators, and funding constraints, restricting access to quality early education. Government-backed programs such as Anganwadis under the ICDS scheme play a critical role in addressing these gaps, but often face operational and resource-related hurdles that affect service delivery and reach.

### Key Market Trends

#### Integration of Technology in Early Learning

Preschools and childcare centers across India are increasingly adopting digital tools to enhance learning outcomes and engagement. Educational apps, smart devices, and interactive content are becoming part of classroom settings to support diverse learning needs and improve cognitive development. These technologies facilitate virtual storytelling, gamified learning, and real-time performance tracking. Furthermore, digital platforms also enable seamless parent-teacher communication, allowing updates on a child's progress. Despite low government expenditure on Early Childhood Care and Education (0.1% of GDP), the private sector is actively investing in ed-tech integration to meet growing parental expectations.

### Key Market Players

- Zee Learn Limited (Kidzee)
- S.K. Educations Pvt. Ltd. (Bachpan)
- Lighthouse Learning Private Limited
- Shemrock
- Tree House Education & Accessories Ltd.
- Apple Kids Education Private Limited
- Hello Kids Education India Pvt. Ltd.
- Little Millennium Educational Private Limited
- Podar Education Network
- Triumphant Institute of Management Education Pvt. Ltd. (T.I.M.E.)

### Report Scope:

In this report, the India Preschool/Child Care Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### - India Preschool/Child Care Market, By Facility:

- o Full Day Care
- o After School Care

#### - India Preschool/Child Care Market, By Age Group:

- o Less than 1Yr
- o 1-2Yrs
- o 2-4Yrs
- o Others

#### - India Preschool/Child Care Market, By Location:

- o Standalone
- o School Premises
- o Office Premises

#### - India Preschool/Child Care Market, By Region:

- o North
- o South
- o East
- o West

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Preschool/Child Care Market.

Available Customizations:

India Preschool/Child Care Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

## **Table of Contents:**

1. Introduction
- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered
2. Research Methodology
- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology
3. Executive Summary
- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends
4. Voice of Customer
- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision
5. India Preschool/Child Care Market Outlook
- 5.1. Market Size & Forecast
- 5.1.1. By Value
- 5.2. Market Share & Forecast
- 5.2.1. By Facility Market Share Analysis (Full Day Care, After School Care)
- 5.2.2. By Age Group Market Share Analysis (Less than 1Yr, 1-2Yrs, 2-4Yrs, Others)
- 5.2.3. By Location Market Share Analysis (Standalone, School Premises, Office Premises)
- 5.2.4. By Regional Market Share Analysis
- 5.2.4.1. North Market Share Analysis
- 5.2.4.2. East Market Share Analysis
- 5.2.4.3. West Market Share Analysis
- 5.2.4.4. South Market Share Analysis
- 5.2.5. By Top 5 Companies Market Share Analysis, Others (2025)

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

- 5.3. India Preschool/Child Care Market Mapping & Opportunity Assessment
  - 5.3.1. By Facility Market Mapping & Opportunity Assessment
  - 5.3.2. By Age Group Market Mapping & Opportunity Assessment
  - 5.3.3. By Location Market Mapping & Opportunity Assessment
  - 5.3.4. By Region Market Mapping & Opportunity Assessment
- 6. India Full Day Care Market Outlook
  - 6.1. Market Size & Forecast
    - 6.1.1. By Value
    - 6.2. Market Share & Forecast
      - 6.2.1. By Age Group Market Share Analysis
      - 6.2.2. By Location Market Share Analysis
  - 7. India After School Care Market Outlook
    - 7.1. Market Size & Forecast
      - 7.1.1. By Value
      - 7.2. Market Share & Forecast
        - 7.2.1. By Age Group Market Share Analysis
        - 7.2.2. By Location Market Share Analysis
- 8. Market Dynamics
  - 8.1. Drivers
  - 8.2. Challenges
- 9. Disruptions: Conflicts, Pandemics and Trade Barriers
- 10. Market Trends & Developments
  - 10.1. Merger & Acquisition (If Any)
  - 10.2. Segment Launches (If Any)
  - 10.3. Recent Developments
- 11. Porters Five Forces Analysis
  - 11.1. Competition in the Industry
  - 11.2. Potential of New Entrants
  - 11.3. Power of Suppliers
  - 11.4. Power of Customers
  - 11.5. Threat of Substitute Segments
- 12. India Economic Profile
- 13. Competitive Landscape
  - 13.1. Company Profiles
    - 13.1.1. Zee Learn Limited (Kidzee).
      - 13.1.1.1. Business Overview
      - 13.1.1.2. Company Snapshot
      - 13.1.1.3. Segments & Services
      - 13.1.1.4. Financials (As Per Availability)
      - 13.1.1.5. Key Market Focus & Geographical Presence
      - 13.1.1.6. Recent Developments
      - 13.1.1.7. Key Management Personnel
    - 13.1.2. S.K. Educations Pvt. Ltd. (Bachpan).
    - 13.1.3. Lighthouse Learning Private Limited.
    - 13.1.4. Shemrock.
    - 13.1.5. Tree House Education & Accessories Ltd.
    - 13.1.6. Apple Kids Education Private Limited.

- 13.1.7. Hello Kids Education India Pvt. Ltd.
- 13.1.8. Little Millennium Educational Private Limited.
- 13.1.9. Podar Education Network.
- 13.1.10. Triumphant Institute of Management Education Pvt. Ltd. (T.I.M.E.).
- 14. Strategic Recommendations
  - 14.1. Key Focus Areas
  - 14.1.1. Target Facility
  - 14.1.2. Target Location
  - 14.1.3. Target Region
- 15. About Us & Disclaimer

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**India Preschool/Child Care Market, By Facility (Full Day Care, After School Care), By Age Group (Less than 1Yr, 1-2Yrs, 2-4Yrs, Others), By Location (Standalone, School Premises, Office Premises), By Region, Competition, Forecast & Opportunities, 2021-2031F**

Market Report | 2025-07-14 | 81 pages | TechSci Research

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$3500.00
	Multi-User License	\$4500.00
	Custom Research License	\$7000.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

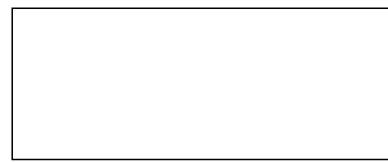
tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

Date

2026-02-17

Signature



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)