



Euromonitor
International

Toys and Games in India

June 2025

Table of Contents

EXECUTIVE SUMMARY

Dynamism for both video games and traditional toys and games

KEY DATA FINDINGS

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Despite the growth of toys and games, some consumers are concerned about their finances

Maniams Design Studio integrates local culture into toys and games

Reliance leverages brand recognition for growth in toys and games

Chart 2 - Reliance Games Has a Wide Mobile Games Offering

WHAT'S NEXT?

Rising disposable incomes expected to drive growth in toys and games

Chart 3 - Analyst Insight

Engagement with mobile games set to continue to rise

Local manufacturing set to increase amidst regulation

Chart 4 - Make in India Initiative Will Increase Local Manufacturing

Retail e-commerce will continue to reshape distribution

Localised innovations will resonate with Indian consumers

Chart 5 - Indus Battle Royale Uses Local Environments, Characters, and Weaponry

COMPETITIVE LANDSCAPE

Mattel overtakes Hasbro, while fragmentation increases

SuperGaming and WoodBee Toys succeed through innovation and cultural relevance

NODWIN Gaming expands through AFK Gaming, Trinity Gaming, and Freaks 4U Gaming

SuperGaming and Funschool launch innovative products to meet local preferences

CHANNELS

Retail e-commerce remains the leading sales channel for toys and games

Croma and Reliance Digital create experiential gaming zones

Swiggy Instamart and Hamleys partner to offer quick commerce for premium toys and games

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2019-2029

Chart 7 - PEST Analysis in India 2024

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in India 2024

Chart 9 - Consumer Landscape in India 2024

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SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cultural relevance, sustainability, and STEM are increasingly important trends

Chart 10 - Key Trends 2024

Chart 11 - Analyst Insight

INDUSTRY PERFORMANCE

Scientific/educational toys shows the strongest increase, as parents facilitate their children's learning

Chart 12 - Smartivity Offers a Range of STEM Toys

BIS certification improves safety and ensures consumer trust

Maniams Design Studio launches culture-themed puzzles Kona and Jharokha

WHAT'S NEXT?

Household income set to rise, propelling the expansion of traditional toys and games

Scientific/educational toys to reshape traditional toys and games

Growing demand for toys that reflect Indian culture and heritage

Sustainability expected to rise in importance in traditional toys and games

Global giants will have to adapt to the rise of Indian start-ups

COMPETITIVE LANDSCAPE

Mattel leads due to popularity of brands including Barbie, Uno, and Hot Wheels

Chart 13 - Mattel Has a Wide Range of Popular Brands

Toys 'R' Us India proactively embraces BIS certification

Jamboo and Toyshine expand their reach through diverse distribution strategies

Funschool Atomic Launcher offers safe, washable, outdoor play for children

CHANNELS

Traditional toys and games stores continues to dominate due to established customer loyalty

Amazon and Flipkart gain share through convenience and wide product range

Zepto and Blinkit are leaders in quick commerce, but Swiggy Instamart rises rapidly

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[Video Games in India](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mobile games are popular due to widespread access and local cultural elements

Chart 14 - Key Trends 2024

INDUSTRY PERFORMANCE

Mobile games continues to drive growth in video games software

SuperGaming's Indo-Futurism drives growth through local innovation

Chart 15 - Indo-Futurism Concept Inspires Indus Battle Royale Characters

In-game purchases and transactions drive revenue growth

Chart 16 - Battlegrounds Mobile India Uses Microtransaction Model to Drive Revenue

WHAT'S NEXT?

Rising disposable incomes set to fuel continued growth for video games

Growth for mobile games to be driven by new technologies and in-game purchases

Chart 17 - Analyst Insight

E-sports set to contribute to growth for video games as company investment increases

Gaming headsets set to maintain its rising trend as the competition rises

Localised innovation crucial to resonate with Indian consumers

COMPETITIVE LANDSCAPE

Sony and Microsoft see falling shares due to hardware supply problems

99Games leverages engagement and content to bolster its presence in mobile games

NODWIN Gaming acquires Freaks 4U Gaming to expand its global reach
SuperGaming's Indus Battle Royale innovates with Indian cultural elements

CHANNELS

Retail e-commerce gains share in video games distribution
Video games hardware has the highest share of offline sales
Offline retailers integrate gaming to boost customer engagement and brand loyalty
Steam experiences user base growth as digital distribution dominates

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