



Euromonitor
International

Traditional Toys and Games in India

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Cultural relevance, sustainability, and STEM are increasingly important trends

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

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BIS certification improves safety and ensures consumer trust

Maniams Design Studio launches culture-themed puzzles Kona and Jharokha

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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

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

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Toys 'R' Us India proactively embraces BIS certification

Jamibo and Toyshine expand their reach through diverse distribution strategies

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

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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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Toys and Games in India - Industry Overview

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Dynamism for both video games and traditional toys and games

KEY DATA FINDINGS

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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

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