

# Consumer Types in India

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## Abstracts

Consumer Types can be a powerful tool to help companies better understand and appeal to their target markets. By going beyond typical demographic-based segmentation, such as age or gender, and grouping consumers based on shared traits and preferences, companies can better develop products and marketing campaigns that resonate with key customers.

Euromonitor's Consumer Types in India report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

### Why buy this report?

Get a detailed picture of the Consumer Types 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.

## Contents

### TOYS AND GAMES IN AUSTRALIA

#### EXECUTIVE SUMMARY

Toys and games in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for toys and games?

#### MARKET DATA

Table 1 Sales of Toys and Games by Category: Value 2017-2022

Table 2 Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Toys and Games: % Value 2018-2022

Table 4 LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 5 Distribution of Toys and Games by Format: % Value 2017-2022

Table 6 Forecast Sales of Toys and Games by Category: Value 2022-2027

Table 7 Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

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#### SOURCES

Summary 1 Research Sources

### TRADITIONAL TOYS AND GAMES IN AUSTRALIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Changes in consumer behaviour due to high inflation

Social media proves to be an effective way to engage with consumers

The growing demand for educational toys extends beyond STEM

#### PROSPECTS AND OPPORTUNITIES

Adapting to evolving sales channels involves building an omnichannel strategy

Leveraging the power of nostalgia and fandom to achieve success amongst the growing “kidults” group

The growing importance of sustainability in traditional toys and games

#### CATEGORY DATA

Table 8 Sales of Traditional Toys and Games by Category: Value 2017-2022

Table 9 Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022

Table 10 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022

Table 11 NBO Company Shares of Traditional Toys and Games: % Value 2018-2022

Table 12 LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022

Table 13 Distribution of Traditional Toys and Games by Format: % Value 2017-2022

Table 14 Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027

Table 15 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027

Table 16 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

## VIDEO GAMES IN AUSTRALIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Video games maintains solid growth in 2022

Growth of subscription services

The evolving dynamics of digital and physical game sales in Australia

### PROSPECTS AND OPPORTUNITIES

Mobile gaming will help drive the growth of video games

Generations Y, Z, and X are the major groups in Australia's online gaming future

Growing attention to and application of AI in video games

### CATEGORY DATA

Table 17 Sales of Video Games by Category: Value 2017-2022

Table 18 Sales of Video Games by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Video Games: % Value 2018-2022

Table 20 LBN Brand Shares of Video Games: % Value 2019-2022

Table 21 NBO Company Shares of Video Games Hardware: % Value 2018-2022

Table 22 LBN Brand Shares of Video Games Hardware: % Value 2019-2022

Table 23 NBO Company Shares of Video Games Software: % Value 2018-2022

Table 24 Distribution of Video Games by Format: % Value 2017-2022

Table 25 Distribution of Video Games Hardware by Format: % Value 2017-2022

Table 26 Distribution of Video Games Software by Format: % Value 2017-2022

Table 27 Distribution of Video Games Software (Physical) by Format: % Value 2017-2022

Table 28 Distribution of Video Games Software (Digital) by Format: % Value 2017-2022

Table 29 Forecast Sales of Video Games by Category: Value 2022-2027

Table 30 Forecast Sales of Video Games by Category: % Value Growth 2022-2027

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