

India Tech Toys Market Size, Share & Trends Analysis Report By Product (Robotic Toys, Coding & STEM Toys), By Age Group (Infants & Toddlers, Preschooler), By Distribution Channel (Hypermarket/Supermarket, Specialty Toy Stores), And Segment Forecasts, 2025 - 2030

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Abstracts

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India Tech Toys Market Growth And Trends

The India tech toys market size is expected to reach USD 3,623.5 million in 2030 and is projected to reach at a CAGR of 14.7% from 2025 to 2030, according to a new report by Grand View Research, Inc. Some of the key factors driving the market growth are the increasing digital literacy and rising adoption of educational technology among parents and schools.

Indian consumers increasingly favor high-quality, feature-rich tech toys over low-cost options, driven by rising disposable incomes and a growing emphasis on durability, safety, and multifunctionality. Urban markets, in particular, are witnessing strong demand for products with coding capabilities, modular add-ons, and AI-driven learning features, commanding premium prices. The incorporation of advanced technologies like artificial intelligence (AI), augmented reality (AR), and virtual reality (VR) is reshaping the tech toy landscape, offering immersive and engaging experiences that appeal to the country's tech-savvy audience.

The Indian government has taken significant steps to strengthen domestic toy

manufacturing and reduce reliance on Chinese imports. To encourage local production, the basic customs duty on toys increased from 20% to 60% in February 2020 and 70% in March 2023. The Production Linked Incentive (PLI) Scheme offers financial incentives to companies manufacturing toys within India. At the same time, strict quality control regulations have been implemented to ensure product safety and support the development of innovative toys, including tech-based ones. These efforts have led to a notable rise in toy exports, which grew from US\$96.17 million in 2014–15 to US\$325.72 million in 2022–23. Simultaneously, toy imports decreased by 52%, dropping from US\$332.55 million to US\$158.7 million during the same period.

India Tech Toys Market Report Highlights

Based on product, coding and STEM toys led India's tech toys market in 2024, driven by growing demand for educational, skill-building experiences beyond the classroom. Parents increasingly prefer toys that foster problem-solving, creativity, and critical thinking. Retailers and subscription services are also expanding their offerings to meet this trend. In March, Playtime Engineering introduced *MyTracks*, a child-friendly music production device featuring a drum machine, synthesizer, microphone, and sequencer.

Based on age group, the early elementary age group held the largest share in India's tech toys market in 2024, driven by the country's large child population of over 300 million aged 0–14. Parents increasingly value toys that support cognitive, motor, and social development, especially educational and STEM-based products. The rise of organized retail and e-commerce has also improved access to such toys across non-metro areas, making this age group the most influential segment in the growing market.

Based on distribution channel, online sales in India's tech toys market are expected to grow at a faster rate from 2025 to 2030, driven by the rise of quick commerce platforms like Blinkit, Swiggy Instamart, and Zepto. These services offer 10-minute deliveries, outpacing traditional e-commerce platforms like Amazon and Flipkart, which typically take 3–4 days. Since toy purchases are often impulsive, quick commerce provides the speed and convenience parents need to fulfill immediate demands, such as last-minute gifts or rewards for good behavior.

In 2024, specialty toy stores held the largest share of India's tech toys market, driven by consumer demand for high-quality, branded, and educational toys that

meet strict safety and developmental standards. Parents favor these stores for their expert guidance, personalized service, and curated selection of age-appropriate, learning-focused products. Brands like Funskool and Hamleys exemplify this trend-Funskool emphasizes safety and educational value through its own outlets and global brand collaborations, while Hamleys enhances the shopping experience with interactive displays and knowledgeable staff, making specialty stores the leading sales channel in the market.

Companies Mentioned

The Lego Group
Hasbro, Inc.
Mattel, Inc.
Sphero, Inc.
VTech Holdings Limited
PlayShifu, Inc.
Funskool India Ltd.
Smartivity Labs Pvt. Ltd.
Butterfly Edufields Pvt. Ltd.
Thinkerplace Education Pvt. Ltd.

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