

# **Indian Pre-School/Childcare Market Report by Facility (Full Day Care, After School Care), Ownership (Public, Private), Age Group (Less Than 2 Years, 2-4 Years, 4-6 Years, Above 6 Years), Location (Standalone, School Premises, Office Premises), Major Cities (Delhi-NCR, Bengaluru, Hyderabad, Chennai, Mumbai, Kolkata, Rest of India), and Region 2024-2032**

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## **Abstracts**

The Indian pre-school/childcare market size reached US\$ 4.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 10.2 Billion by 2032, exhibiting a growth rate (CAGR) of 10% during 2024-2032. The rising number of nuclear families and working women in the country, the growing demand for preschool and childcare services, and the increasing disposable income are among the key factors driving the market growth.

Preschool or childcare refers to early childhood education and care services designed to support the development and learning of young children. These programs provide a safe and nurturing environment where children can engage in various activities that stimulate their cognitive, emotional, social, and physical growth. The primary goal of preschool and childcare is to prepare children for formal schooling by fostering essential skills and abilities, such as communication, problem-solving, and creativity. High-quality preschools and childcare centers offer age-appropriate curricula, play-based learning opportunities, and skilled teachers who guide the children's development through structured and unstructured activities. Moreover, preschool, and childcare settings often encourage parental involvement, recognizing the importance of a supportive and collaborative partnership between educators and families.

The rising number of nuclear families and working women in the country is driving the Indian market. Moreover, the rise in dual-income families has led to an increased need for childcare services, especially in urban areas where both parents often work full-time. Besides, with a rising middle class population and increasing disposable income, more parents are willing to invest in their children's education and well-being, including early education and childcare services. Also, rapid urbanization has resulted in more nuclear families, with limited support from extended family members for childcare. This has contributed to the demand for preschools and daycare centers. Furthermore, the Indian government has shown interest in promoting early education as a means of improving overall educational outcomes. Various initiatives and policies have been introduced to encourage the development of preschool and childcare facilities. The growing demand for preschool and childcare services has attracted entrepreneurs and investors to enter the market, leading to improved offerings.

#### Indian Pre-School/Childcare Market Trends/Drivers:

##### Increasing Parental Awareness and Emphasis on Early Childhood Education

Parents have come to recognize that the first five years of a child's life are a crucial period for brain development and skill acquisition. During this phase, children are highly receptive to learning and are capable of absorbing information rapidly. As a result, parents are actively seeking high-quality preschool programs that offer age-appropriate curricula and enriching learning experiences to optimize their child's cognitive, social, emotional, and physical growth. They understand that investing in a reputable preschool or childcare center can provide their child with a strong foundation for future academic success and personal well-being. This heightened awareness and commitment to early childhood education have led to an increased demand for preschool and childcare services, stimulating the growth of the industry.

##### Shifting Demographics and Socioeconomic Factors

With the rise of dual-income households and an increasing number of single-parent families, the traditional caregiving dynamics have evolved. More parents are actively participating in the workforce, necessitating reliable and secure childcare options for their young children. Preschools and childcare centers offer a structured and safe environment where children can engage in educational activities, interact with peers, and receive proper care while their parents are at work. Additionally, urbanization and industrialization have resulted in busier lifestyles, leaving less time for parents to cater to their children's developmental needs during the day. As a result, parents are turning to preschool and childcare facilities to ensure their child's holistic development and to

provide a balanced approach to early education and care.

Indian Pre-School/Childcare Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the Indian pre-school/childcare market report, along with forecasts at the country and regional levels from 2024-2032. Our report has categorized the market based on facility, ownership, age group, location, and major cities.

Breakup by Facility:

Full Day Care

After School Care

The report has provided a detailed breakup and analysis of the market based on the facility. This includes full day care and after school care.

With the increasing number of dual-income families, there is a growing demand for comprehensive care for children throughout the entire day. Full Day Care centers offer a holistic approach to childcare, catering to the developmental needs of young children from morning till evening. These facilities provide a structured daily routine that includes educational activities, playtime, meals, and rest periods.

On the other hand, the after-school care segment has also witnessed substantial growth and is a significant facility in the Indian pre-school/childcare market. This segment caters to the needs of children who require supervision and engagement during the after-school hours when parents may still be at work.

Breakup by Ownership:

Public

Private

A detailed breakup and analysis of the market based on the ownership has also been provided in the report. This includes public and private.

Publicly-owned pre-schools and childcare centers are typically operated and funded by the government or local authorities. These institutions play a critical role in promoting access to early childhood education and childcare services, especially in economically disadvantaged areas. Public ownership ensures that a portion of the facilities is made

available at subsidized rates or even free of charge to cater to families with limited financial means. These centers often follow government-prescribed curricula and guidelines, focusing on providing a basic yet essential educational foundation to young children.

On the contrary, privately-owned pre-schools and childcare centers are operated by individuals, educational institutions, or corporate entities. These centers often emphasize innovative teaching methods, modern facilities, and personalized care for children. Additionally, private ownership encourages healthy competition, driving continuous improvement in the quality of services offered.

#### Breakup by Age Group:

Less Than 2 Years

2-4 Years

4-6 Years

Above 6 Years

A detailed breakup and analysis of the market based on the age group has also been provided in the report. This includes less than 2 years, 2-4 years, 4-6 years, and above 6 years.

Less than 2 years segment caters to infants and very young toddlers, typically from around 6 weeks to 2 years of age. Pre-schools and childcare centers catering to this age group focus on providing a safe, hygienic, and stimulating atmosphere where infants can explore their surroundings, engage in sensory activities, and receive personalized attention. Trained caregivers play a crucial role in meeting the unique needs of infants, including feeding, diaper changes, and ensuring proper rest.

On the other hand, 2-4 Years age group segment caters to young toddlers and preschoolers, a crucial phase where children's cognitive, social, and emotional skills develop rapidly. Pre-schools and childcare centers for this age group focus on providing a structured learning environment that encourages exploration, creativity, and social interaction.

#### Breakup by Location:

Standalone

School Premises

## Office Premises

A detailed breakup and analysis of the market based on the location has also been provided in the report. This includes standalone, school premises, and office premises.

Standalone pre-schools and childcare centers are independent facilities that operate separately from other educational institutions or organizations. The standalone approach allows for greater flexibility in designing the infrastructure and curriculum according to the specific needs of young children. These centers often boast child-friendly layouts, vibrant classrooms, outdoor play areas, and age-appropriate learning resources.

On the other hand, school premises often allows schools to extend their services to younger age groups and offer a continuum of education from pre-school to higher grades. Additionally, school-based pre-schools often benefit from the existing infrastructure, resources, and expertise of the parent school, enabling them to provide a well-rounded educational experience. Collaborating with an established school can also drive the reputation and credibility of the pre-school or childcare center.

## Breakup by Major Cities:

Delhi-NCR  
Bengaluru  
Hyderabad  
Chennai  
Mumbai  
Kolkata  
Rest of India

A detailed breakup and analysis of the market based on the cities has also been provided in the report. This includes Delhi-NCR, Bengaluru, Hyderabad, Chennai, Mumbai, Kolkata, and rest of India.

Delhi-NCR is a hub for job opportunities, attracting people from various parts of the country, and this migration has led to an increased need for professional childcare services. The region's fast-paced lifestyle and hectic work schedules necessitate reliable and safe facilities where parents can entrust their children's care. Additionally, the awareness of the significance of early childhood education has grown among parents in Delhi-NCR, prompting them to seek quality pre-schools that offer

comprehensive learning experiences for their children's overall development.

On the other hand, Bengaluru, is another prominent city segment in the Indian pre-school/childcare market. The city's tech-savvy and progressive population emphasizes the importance of early education and quality childcare. As a result, Bengaluru has witnessed a surge in the establishment of pre-schools and childcare centers that offer modern facilities, innovative teaching methods, and a child-centric approach to education.

#### Breakup by Region:

North India

West and Central India

South India

East India

The report has also provided a comprehensive analysis of all the major regional markets, which include North India, West and Central India, South India, and East India.

North India has experienced rapid urbanization and an increase in the number of working parents. This has led to a higher demand for pre-schools and childcare centers that can cater to the needs of young children while their parents are at work. The region's focus on quality education and a growing awareness of the importance of early childhood development have further fueled the market's growth.

On the contrary, South India has emerged as a robust market for pre-schools and childcare services. The region is known for its emphasis on education and a strong educational infrastructure. South Indian parents are increasingly investing in early education for their children, driving the growth of the pre-school market. Additionally, the presence of multinational companies and the IT sector has led to a higher number of nuclear families and a greater demand for professional childcare services in the region.

#### Competitive Landscape:

Several major companies are focusing on expanding their network by opening new centers in different cities and regions. This expansion allowed them to reach a broader customer base and cater to the growing demand for their services. Additionally, several companies adopted franchise models, allowing entrepreneurs to open and operate pre-schools or childcare centers under their brand. This approach enabled companies to establish a wider footprint without significant capital investment. Moreover, key players

are constantly updating and enhancing their educational curriculum to provide a more holistic and modern learning experience for children. Incorporating interactive and technology-based teaching methods helped keep children engaged and encouraged active participation. Also, companies recognized the importance of involving parents in their child's learning journey. They implemented regular parent-teacher interactions, progress updates, and workshops to keep parents informed and engaged in their child's development.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Kidzee  
Bachpan Global  
EuroKids  
Tree House Education and Accessories Ltd.  
Shemrock Play School  
Kangaroo Kids  
Hello Kids  
Little Millennium  
Podar Jumbo Kids  
T.I.M.E. Kids

#### Key Questions Answered in This Report

1. What is the expected growth rate of the Indian pre-school/childcare market?
2. What are the key factors driving the Indian pre-school/childcare market?
3. What has been the impact of COVID-19 on the Indian pre-school/childcare market?
4. What is the breakup of the Indian pre-school/childcare market based on the facility?
5. What is the breakup of the Indian pre-school/childcare market based on the ownership?
6. What is the breakup of the Indian pre-school/childcare market based on the age group?
7. What is the breakup of the Indian pre-school/childcare market based on the location?
8. What is the breakup of the Indian pre-school/childcare market based on the major cities?
9. What are the key regions in the Indian pre-school/childcare market?
10. Who are the key companies/players in the Indian pre-school/childcare market?



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