

# India Toys and Games Retail Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

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### SUMMARY

Toys & Games Retail in India industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The toys & games market includes retail sales of action figures, activity toys, dolls, games, infant and baby toys, miniature models, plush toys, puzzles, ride-on model toys, and toy vehicles. All market data and forecasts are represented as consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.

The Indian toys & games retail market had total sales of \$2,454.4 million in 2021, representing a compound annual growth rate (CAGR) of 2.2% between 2017 and 2021.

Other specialist retailers account for the largest proportion of sales in the Indian toys & games retail market in 2021. Sales through this channel generated

\$1,673.3 million, equivalent to 68.2% of the market's overall value.

India's massive population offers a huge consumer base for toys and game makers, which is helping to drive growth in this market.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the toys & games retail market in India

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the toys & games retail market in India

Leading company profiles reveal details of key toys & games retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the India toys & games retail market with five year forecasts

## **REASONS TO BUY**

What was the size of the India toys & games retail market by value in 2021?

What will be the size of the India toys & games retail market in 2026?

What factors are affecting the strength of competition in the India toys & games retail market?

How has the market performed over the last five years?

Who are the top competitors in India's toys & games retail market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Geography segmentation
- 1.4. Market rivalry
- 1.5. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Geography segmentation
- 4.2. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

### **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. What is the rationale for the recent M&A activity?
- 7.4. What impact is COVID-19 having on the leading players?

## **8 COMPANY PROFILES**

- 8.1. Amazon.com, Inc.
- 8.2. Toonz Retail India Pvt Ltd
- 8.3. Reliance Retail Ltd
- 8.4. Hamleys of London Ltd
- 8.5. Flipkart Internet Pvt Ltd

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: India toys & games retail market value: \$ million, 2016–21
- Table 2: India toys & games retail market geography segmentation: \$ million, 2021
- Table 3: India toys & games retail market distribution: % share, by value, 2021
- Table 4: India toys & games retail market value forecast: \$ million, 2021–26
- Table 5: Amazon.com, Inc.: key facts
- Table 6: Amazon.com, Inc.: Annual Financial Ratios
- Table 7: Amazon.com, Inc.: Key Employees
- Table 8: Amazon.com, Inc.: Key Employees Continued
- Table 9: Toonz Retail India Pvt Ltd: key facts
- Table 10: Toonz Retail India Pvt Ltd: Key Employees
- Table 11: Reliance Retail Ltd: key facts
- Table 12: Reliance Retail Ltd: Key Employees
- Table 13: Hamleys of London Ltd: key facts
- Table 14: Hamleys of London Ltd: Key Employees
- Table 15: Flipkart Internet Pvt Ltd: key facts
- Table 16: Flipkart Internet Pvt Ltd: Key Employees
- Table 17: India size of population (million), 2017–21
- Table 18: India gdp (constant 2005 prices, \$ billion), 2017–21
- Table 19: India gdp (current prices, \$ billion), 2017–21
- Table 20: India inflation, 2017–21
- Table 21: India consumer price index (absolute), 2017–21
- Table 22: India exchange rate, 2017–21

## List Of Figures

### LIST OF FIGURES

Figure 1: India toys & games retail market value: \$ million, 2016–21

Figure 2: India toys & games retail market geography segmentation: % share, by value, 2021

Figure 3: India toys & games retail market distribution: % share, by value, 2021

Figure 4: India toys & games retail market value forecast: \$ million, 2021–26

Figure 5: Forces driving competition in the toys & games retail market in India, 2021

Figure 6: Drivers of buyer power in the toys & games retail market in India, 2021

Figure 7: Drivers of supplier power in the toys & games retail market in India, 2021

Figure 8: Factors influencing the likelihood of new entrants in the toys & games retail market in India, 2021

Figure 9: Factors influencing the threat of substitutes in the toys & games retail market in India, 2021

Figure 10: Drivers of degree of rivalry in the toys & games retail market in India, 2021

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