

Assessment of the Indian Toy Industry

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Abstracts

Executive Summary

The Indian toy industry represents a huge opportunity for both domestic and global toy manufacturers, owing to its base of the world's largest population of children. The industry is highly fragmented, with a large number of indigenous manufacturers and some leading global companies dominating the branded toys market in the country.

Traditionally, the Indian toy industry recorded minimal growth owing to the small scale of the indigenous manufacturers which was characterized by limited innovation, lower investments in equipment and technology and minimal marketing. However, in the past few years, the toy market has witnessed a steady growth owing to increasing urbanization and retail opportunities, emergence of branded toys, rising base of children and enhanced income levels. The dynamics of the industry are set to change with the opening of the market for Chinese players, after a ban based on quality issues.

Why should the report be purchased?

Our report 'Assessment of the Indian Toy Industry' highlights the market structure and key trends of the toy industry in India. It analyses the regulatory environment in the market and the performance of the market. The report also studies the impact of the China toy industry on the Indian market. A detailed study of key players in the market has also been presented.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector

dynamics have been captured and used to support the research hypothesis.

The report is available as single-site single-user license. The delivery time for the electronic version of the report is 3 business days as each copy undergoes thorough quality check and is updated with the most recent information available. The delivery time for hard copies is approximately 3-5 business days, as each hard copy is custom printed for the client.

About Smart Research Insights (SRI)

SRI is a research organization which specializes in niche sector reports. We have a team of dedicated researchers with rich experience across industry segments that focus on delivering high quality analysis. We are also engaged in providing customized research solutions and company reports.

Contents

1. OVERVIEW: INDIAN TOY INDUSTRY

- a. Market Structure
- b. Demographic Factors
- c. Performance Analysis

2. EMERGING TRENDS & DRIVERS

3. CHINA TOY MARKET: TRADE RELATIONS & IMPACT ON INDIA

4. REGULATORY ENVIRONMENT

5. COMPETITIVE LANDSCAPE

- a. Funskool India Ltd
- b. Mattel Toys (India) Pvt Ltd
- c. Hanung Toys & Textiles Ltd
- d. Ok Play India Ltd
- e. Hamleys

6. FUTURE OUTLOOK

7. RESEARCH METHODOLOGY

8. ABOUT SMART RESEARCH INSIGHTS

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