

Toys and Games Market in India 2021

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Abstracts

Toys and games are found throughout the world and date back to early times. Playing with toys can be an enjoyable means of training young children for life experiences. The toys and games market in India is poised to grow by US\$ 4,651 million during 2021-2027, progressing at a CAGR of 18.4% during the forecast period, according to data and analytics company StrategyHelix. Awareness of the cognitive and intellectual benefits of outdoor and sports toys, influence of technology in promoting video games, rising demand for scientific and educational toys, continuously rising per capita disposable income levels are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for toys and games. The India toys and games market is segmented on the basis of product, and distribution channel. By product, the toys and games market in India has been segmented into traditional toys & games, electronic games. According to the research, the traditional toys & games segment had the largest share in the toys and games market in India. Based upon distribution channel, the toys and games market in India is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. In 2020, the online retailing segment made up the largest share of revenue generated by the toys and games market.

The traditional toys & games market is further segmented into action figures & accessories, arts & crafts, baby & pre-school toys, construction toys, dolls & accessories, games & puzzles, outdoor & sports toys, vehicles & remote control, and others. StrategyHelix research indicates that the construction toys segment occupied the largest share of this market in 2020 and is expected to draw the highest demand in coming years. Furthermore, the electronic games market has been categorized into electronic games hardware, and electronic games software. In India, the electronic games software segment made up the largest share of the toys and games market.

The India toys and games market is highly competitive. The prominent players operating in the India toys and games market include Activision Blizzard Inc., Frank Educational Aids Pvt. Ltd., Hasbro Inc., Jasco Handicrafts Private Limited, LEGO System A/S, Mattel Inc., Microsoft Corporation, MRF Limited, Samsung Group, SIMBA DICKIE GROUP GmbH, Sony Corporation, The Walt Disney Company, Zephyr Toymakers Pvt. Ltd.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the toys and games market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: traditional toys & games, electronic games

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the India toys and games market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 5. KEY COMPANIES

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Frank Educational Aids Pvt. Ltd.
Hasbro, Inc.
Jasco Handicrafts Private Limited
LEGO System A/S
Mattel, Inc.
Microsoft Corporation
MRF Limited
Samsung Group
SIMBA DICKIE GROUP GmbH
Sony Corporation
The Walt Disney Company
Zephyr Toymakers Pvt. Ltd.
About StrategyHelix

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