

India Board Games Market By Product Type (Tabletop Games, Card and Dice Games, Collectible Card Games, Miniature Games, RPG Games), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

India's Board Games Market was valued at USD 1.69 Billion in 2024 and is projected to reach USD 2.80 Billion by 2030, growing at a CAGR of 8.78% during the forecast period. The market is expanding rapidly due to urbanization, higher disposable incomes, and a rising interest in indoor recreational activities. The resurgence of traditional family entertainment—especially during the COVID-19 pandemic—revived classic games like Ludo, Chess, and Carrom. Additionally, the growing appeal of analog gameplay among millennials and Gen Z, who seek alternatives to digital platforms, has contributed to the market's growth. The popularity of educational and skill-based board games in schools and among parents has also increased, strengthening demand across various consumer segments.

Key Market Drivers

Cultural Renaissance and Nostalgia-Based Revival

The resurgence of cultural pride and nostalgia is a major factor driving the growth of the India board games market. Government-led initiatives such as Toycathon aim to promote traditional Indian games rooted in heritage, mythology, and historical

narratives. Games like Snakes and Ladders, Carrom, and Pachisi resonate deeply with Indian families due to their cultural familiarity and multigenerational appeal. This nostalgia, combined with a desire to reconnect with roots and promote family bonding, has reignited interest in board games during festive seasons and holidays. Indian developers are also innovating by blending traditional game concepts with modern aesthetics and storytelling to attract both older players and the younger generation. This fusion of the old and new has helped cement board games as a meaningful and educational form of entertainment within Indian households.

Key Market Challenges

Low Awareness and Limited Cultural Penetration Beyond Metro Cities

A major hurdle in expanding India's board games market lies in the limited penetration beyond major cities. While metropolitan and tier-1 regions are seeing a rise in demand, rural and semi-urban markets remain underdeveloped due to a lack of awareness, limited product distribution, and cultural disconnect. In these regions, board games are often seen as non-essential or limited to children's play, which narrows their potential reach. The dominance of English-language content in packaging and rules further restricts accessibility among non-English-speaking populations. Additionally, the absence of region-specific marketing and localized product adaptations hinders broader adoption. Without increased investment in regional outreach, cultural contextualization, and affordable pricing strategies, market growth outside urban centers may remain constrained.

Key Market Trends

Rise of Indigenous and Culturally Rooted Board Games

A growing trend in the Indian board games market is the increasing preference for games that reflect local heritage and cultural narratives. Consumers—especially younger generations—are showing renewed interest in titles that are inspired by Indian mythology, folklore, and historical themes. Startups and homegrown brands are innovating with games based on the Ramayana, Mahabharata, and ancient Indian strategies, alongside modernized versions of classic Indian board games. These games not only offer educational value but also cater to the rising demand for cultural relevance and storytelling. Schools are incorporating such games into their curricula as engaging tools for cultural and historical education. With the national push for “Make in India” and growing consumer interest in Indian-made alternatives, culturally inspired

board games are gaining traction as a unique and fast-emerging segment of the broader market.

Key Market Players

Funskool (India) Limited

Hasbro India LLP

Play Panda Learning Systems Private Limited

Chalk and Chuckles LLP

Kaadoo Private Limited

Smartivity Labs Private Limited

Ariro Toys Private Limited

Imagimake Play Solutions Private Limited

Grasper Global Private Limited

BrainSmith Learning and Toys Private Limited

Report Scope:

In this report, the India Board Games Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Board Games Market, By Product Type:

Tabletop Games

Card and Dice Games

Collectible Card Games

Miniature Games

RPG Games

India Board Games Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

Others

India Board Games Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Board Games Market.

Available Customizations:

India Board Games Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

India Board Games Market By Product Type (Tabletop Games, Card and Dice Games, Collectible Card Games, Miniatu...

Company Information

Detailed analysis and profiling of additional market players (up to five).

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