

# Traditional Toys and Games in India

June 2024

Table of Contents

## Traditional Toys and Games in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Partial resumption of imports supports growth in 2023

Hasbro continues to lead traditional toys and games

Share of e-commerce continues to grow

#### PROSPECTS AND OPPORTUNITIES

Macroeconomic factors will continue to support growth of traditional toys and games

Growing shift towards localised and sustainable products

Demand for STEM toys to grow in the forecast period

#### CATEGORY DATA

Table 1 - Sales of Traditional Toys and Games by Category: Value 2018-2023

Table 2 - Sales of Traditional Toys and Games by Category: % Value Growth 2018-2023

Table 3 - Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2018-2023

Table 4 - NBO Company Shares of Traditional Toys and Games: % Value 2019-2023

Table 5 - LBN Brand Shares of Traditional Toys and Games: % Value 2020-2023

Table 6 - Distribution of Traditional Toys and Games by Format: % Value 2018-2023

Table 7 - Forecast Sales of Traditional Toys and Games by Category: Value 2023-2028

Table 8 - Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2023-2028

Table 9 - Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2023-2028

## Toys and Games in India - Industry Overview

### EXECUTIVE SUMMARY

Toys and games in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for toys and games?

### MARKET DATA

Table 10 - Sales of Toys and Games by Category: Value 2018-2023

Table 11 - Sales of Toys and Games by Category: % Value Growth 2018-2023

Table 12 - NBO Company Shares of Toys and Games: % Value 2019-2023

Table 13 - LBN Brand Shares of Toys and Games: % Value 2020-2023

Table 14 - Distribution of Toys and Games by Format: % Value 2018-2023

Table 15 - Forecast Sales of Toys and Games by Category: Value 2023-2028

Table 16 - Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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