



Euromonitor
International

Traditional Toys and Games in India

August 2026

Table of Contents

Traditional Toys and Games in India - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Traditional Toys and Games Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Traditional Toys and Games

INDUSTRY PERFORMANCE

Strong Consumer Spending Fuels Fast Growth in Traditional Toys and Games

Chart 2 - Pop Mart Labubu

Pop Mart and Social-Commerce Drops Accelerate Impulse Buying and Disrupt Offline Distribution

Chart 3 - Ultra Soft Toys Cuddle and Calm Collection

Ultra Soft Toys Taps Mindful Play and Wellness Demand with Weighted Plush Launches

Chart 4 - Lego's First Certified Store in India

Chart 5 - Value Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Incomes and Local Production Partnerships Drive Traditional Toys and Games Expansion

Parental Demand for Cognitive Support Boosts Science/Educational Toy Sales

Chart 7 - Analyst Insight for Traditional Toys and Games

Maniams Design Studio Unlocks Value with Culturally Inspired Launches

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Drives Growth with Premium Model Vehicles and Collector Appeal

Games and Dolls Anchor India's Toy Market Leaders

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Swiggy Instamart and Hamleys Expand Impulse Buying with Rapid Delivery

Lego Certified Stores Redefine Shopping with Experience-Driven Formats

Chart 12 - Retail Channels 2020-2025

PRODUCTS

Drop-Led Commerce Mechanics and Emotional Benefit Positioning Reframe How Products Are Designed and Launched

Veva Toys Global's Quick-Commerce Pivot and Ultra Soft Toys' Cuddle and Calm Collection Illustrate the Breadth of Recent Innovation

Legacy Distribution Models Face Structural Erosion as Innovation Rewards Brands with Direct Consumer Relationships

ECONOMIC CONTEXT

Chart 13 - Economic Context for Traditional Toys and Games

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Traditional Toys and Games

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Toys and Games in India - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Toys and Games

INDUSTRY PERFORMANCE

Video Games and Regulatory Change Drive Strong Growth

Chart 21 - India's 2025 Gaming Law Bans Real-Money Play

Real-Money Gaming Ban Redirects Value toward Esports, Subscriptions and Upi-Powered Mobile Play

Lego'S Premium Debut Accelerates Formalisation and Quality-Led Play

Chart 22 - Lego Certified Store in India

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Brands Harness Digital-First Strategies to Capture Premium Growth

Upi-Powered Payments Drive Mobile Game Growth

Chart 25 - Analyst Insight for Toys and Games

Digital Infrastructure and Regulatory Alignment Define Which Businesses Lead

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Sustain Leadership as Fragmentation Persists

Brands Drive Premiumisation with Innovative Launches

Chart 28 - Pop Mart Labubus

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

E-Commerce Leads as Payment and Assortment Widen

Chart 31 - Retail Channels 2020-2025

PRODUCTS

The Kidult Consumer, Wellness Positioning and Drop-Commerce Mechanics Define the Innovation Agenda

Ultra Soft Toys and Garena Offer Contrasting but Equally Deliberate Recent Innovations

Formalisation Benefits Concentrate among Organised Players While Digital-First Brands Capture Premium Sales

ECONOMIC CONTEXT

Chart 32 - Economic Context for Toys and Games

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Toys and Games

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/traditional-toys-and-games-in-india/report.