

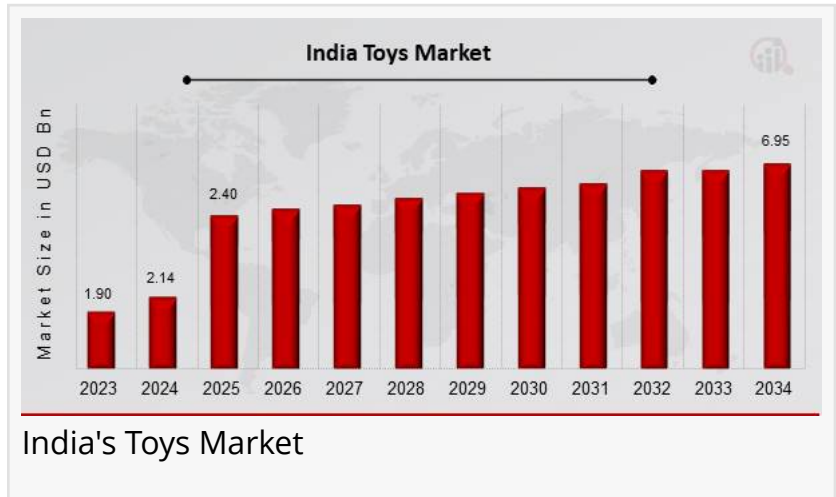
India Toys Market to Reach 6.95 USD Billion by 2032 with 12.5% CAGR Driven by increasing number of households

*India Toys Market Research Report
Information by Toy Type, Gender,
Distribution Channel*

NEW YORK, NY, UNITED STATES, March 19, 2025 /EINPresswire.com/ --

The [Indian Toys Market](#) is witnessing significant growth driven by increasing disposable income, changing family structures, and growing awareness

among parents about the importance of educational toys. As a result, the market is poised to expand significantly in the coming years. India's toy market was valued at USD 2.14 billion in 2024 and is expected to grow from USD 2.40 billion in 2025 to USD 6.95 billion by 2034. The market is projected to expand at a compound annual growth rate (CAGR) of 12.5% during the forecast period from 2025 to 2034. The market's diverse toy offerings cater to a broad range of consumer needs, from plush toys and electronic toys to educational games and puzzles. This press release delves into the various segments of the Indian toys market, highlighting the types of toys, distribution channels, and the demographic trends influencing the market's development.



Key Players:

Funskool, Lego, Mattel, and Hasbro

"Request Free Sample" - Obtain a complimentary sample of our report to assess its quality and relevance to your requirements:

https://www.marketresearchfuture.com/sample_request/21787

Market Segmentation by Toy Type

The Indian toy market can be divided into several distinct segments based on toy types, each of

which appeals to different age groups and customer preferences.

Plush Toys

Plush toys are one of the most popular categories in the Indian market, especially among younger children. These soft, cuddly toys have remained a staple due to their appeal to both boys and girls. The rise of branded plush toys, such as those inspired by popular animated characters and movies, has further fueled their popularity. Plush toys are often given as gifts, which makes them a significant revenue driver during festive seasons and special occasions like birthdays and holidays.

Electronic Toys

With the growing integration of technology in everyday life, electronic toys are becoming increasingly popular. These toys, which include interactive robots, tablets designed for children, and learning gadgets, are especially favored for their educational value. Electronic toys are designed to enhance creativity, learning, and motor skills, making them a preferred choice for parents who seek a blend of fun and educational benefits for their children.

Games and Puzzles

Games and puzzles are essential tools for cognitive development, and their demand in India is on the rise. As parents seek ways to engage children in activities that stimulate problem-solving skills and logical thinking, games and puzzles – from traditional board games like Monopoly and Scrabble to more modern ones like Rubik's Cube and jigsaw puzzles – are seeing steady growth. This segment benefits from the increasing popularity of indoor family activities, especially with the rise of e-learning and digital platforms offering new types of games.

Construction and Building Toys

Construction and building toys such as LEGO and other block-based systems are growing in popularity in India. These toys engage children's creativity and encourage them to build structures and design new objects, contributing significantly to their cognitive and motor skill development. The rise in urbanization and the adoption of STEM (Science, Technology, Engineering, Mathematics) education has directly impacted the demand for construction toys, as they offer an excellent foundation for learning these subjects.

Dolls and Action Figures

Dolls and action figures continue to dominate the toy market, especially among younger children. Dolls, particularly those that reflect diversity in terms of culture and ethnicity, have gained traction. Likewise, action figures inspired by popular superheroes and cartoons have a large fan base. The diversity and range of options, from fashion dolls like Barbie to action figures like those from the Marvel universe, continue to attract buyers.

Ride-Ons and Sports Toys

Outdoor play is gaining prominence as parents are increasingly encouraging their children to spend time outdoors. Ride-on toys and sports-related items like bicycles, tricycles, and skateboards are experiencing a rise in demand. Ride-on toys, particularly electric ones, are highly favored for children in urban areas where traditional outdoor play is limited.

Infant/Pre-School Toys

The demand for infant and pre-school toys has surged as parents become more conscious of the developmental needs of their children at early stages. Toys that stimulate sensory development, motor skills, and early cognitive abilities, such as stacking rings, educational blocks, and shape-sorters, are popular choices. With more families opting for early childhood education, these toys are seen as essential in laying the foundation for learning.

Activity Toys

Activity toys that engage children in physical play and develop their coordination and motor skills, such as balls, jumping ropes, and climbing frames, are essential in the Indian market. These toys are also becoming more popular in school settings and daycare centers, where they support group activities and active play.

Other Toys

This category includes a broad range of products that don't necessarily fall under any of the mentioned categories but remain essential to the market. This includes toys like remote-controlled vehicles, arts and crafts supplies, and collectible items.

"Proceed to Buy" - Move forward with your purchase and gain instant access to the complete report: https://www.marketresearchfuture.com/checkout?currency=one_user-USD&report_id=21787

Market Segmentation by Gender

The Indian toys market is also segmented by gender, catering to boys, girls, and unisex preferences. While traditional categories such as toys for boys and toys for girls continue to hold ground, the trend toward unisex toys has risen significantly.

Unisex Toys

The unisex toy segment has gained prominence as there is a shift toward promoting gender-neutral play. Toys in this category focus on universal themes such as building, problem-solving,

and imaginative play. This reflects a broader societal shift toward equality and inclusivity. As a result, many toy manufacturers are increasingly designing toys that can be enjoyed by both boys and girls, including educational kits, construction toys, and board games.

Toys for Boys

Traditionally, toys for boys have included action figures, construction toys, and sports-related items. Boys are often drawn to toys that focus on adventure, building, and physical activity. The market continues to see growth in toys like cars, trucks, and superhero figures, especially those tied to popular franchises like Marvel and Transformers.

Toys for Girls

Toys for girls, historically dominated by dolls and playsets, continue to perform well in the market. However, the shift is toward more dynamic and diverse options, such as fashion dolls with interactive features and educational toys that focus on STEM learning. There has also been an increase in demand for creative toys like art sets, which encourage self-expression and design.

Market Segmentation by Distribution Channel

The Indian toy market is served through a wide variety of distribution channels, each playing a crucial role in reaching different consumer segments.

Specialty Stores

Specialty stores are one of the traditional retail formats that dominate the toy market. These stores often offer a curated selection of toys and tend to attract consumers looking for high-quality and niche products. Parents looking for educational or unique toys tend to visit specialty stores, where they can find brands that emphasize quality and developmental benefits.

Supermarkets and Hypermarkets

Supermarkets and hypermarkets are convenient shopping destinations that cater to a large number of customers. Toys are often sold in large quantities in these retail outlets, making them a key player in the distribution of mainstream toys. Discounts and promotions during holiday seasons further boost toy sales in these channels.

Online Retail

E-commerce is increasingly dominating the Indian toys market, as online shopping offers convenience, a wide range of products, and often better pricing. Major online retailers like Amazon and Flipkart offer a vast selection of toys and games, and the rise of specialized e-

commerce platforms for children's products is also contributing to the growth of the online retail channel. The convenience of home delivery and the availability of customer reviews make online shopping an attractive option for Indian consumers.

Others

Other distribution channels include direct sales through toy manufacturers and pop-up stores at festivals and events. These alternatives continue to play a role in supplementing traditional retail and e-commerce platforms.

"Browse Report" - Explore the report's contents, sections, and key insights by browsing through its detailed information: <https://www.marketresearchfuture.com/reports/india-toys-market-21787>

Industry Development: Key Drivers and Challenges

Key Drivers:

Rising Disposable Income: With an expanding middle class and a surge in disposable income, families are more willing to spend on quality toys. This financial growth supports the demand for higher-end, educational, and branded toys.

Shift Toward Educational and Developmental Toys: Parents are increasingly aware of the developmental benefits of toys, especially those that help with cognitive skills, problem-solving, and creativity. The rise of STEM toys that engage children in learning activities has seen a significant increase.

Influence of Social Media and Influencers: The growing influence of social media and toy unboxing videos has had a profound impact on purchasing behavior, with children often requesting toys based on popular influencers' recommendations.

E-commerce Growth: The convenience of online shopping, coupled with various discount offers, has created a surge in online toy sales. This channel continues to be a key growth driver.

Challenges:

Safety Concerns: Despite the growing market, concerns regarding the safety of toys, especially imported toys, remain a challenge. Ensuring compliance with safety standards is crucial for building consumer trust.

Counterfeit Products: The proliferation of counterfeit toys continues to pose a challenge for the Indian toy market. These substandard products can erode trust in the industry and negatively impact reputable brands.

Price Sensitivity: While demand for premium toys is rising, price sensitivity remains a significant issue for many Indian consumers. This requires toy manufacturers to balance quality with affordability.

[TABLE OF CONTENTS:](#)

- 1 EXECUTIVE SUMMARY
- 2 MARKET INTRODUCTION
- 3 RESEARCH METHODOLOGY
- 4 MARKET DYNAMICS
- 5 MARKET FACTOR ANALYSIS
- 6 INDIA TOYS MARKET, BY FORM
- 7 INDIA TOYS MARKET, BY CATEGORY
- 8 INDIA TOYS MARKET, BY APPLICATION
- 9 INDIA TOYS, BY REGION
- 10 COMPETITIVE LANDSCAPE

Discover more Research Reports on Food, Beverages & Nutrition Industry, by Market Research Future:

Biodegradable Baby Diapers Market:

<https://www.marketresearchfuture.com/reports/biodegradable-baby-diapers-market-25587>

Robot Vacuum Cleaners Market: <https://www.marketresearchfuture.com/reports/robot-vacuum-cleaners-market-25603>

Slip Resistant Shoes Market: <https://www.marketresearchfuture.com/reports/slip-resistant-shoes-market-25254>

Sports Events Ticket Market: <https://www.marketresearchfuture.com/reports/sports-events-ticket-market-25303>

Stuffed Animal Plush Toy Market: <https://www.marketresearchfuture.com/reports/stuffed-animal-plush-toy-market-25338>

Sustainable Apparel Market: <https://www.marketresearchfuture.com/reports/sustainable-apparel-market-25341>

About Market Research Future:

Market Research Future (MRFR) is a global market research company that takes pride in its services, offering a complete and accurate analysis with regard to diverse markets and consumers worldwide. Market Research Future has the distinguished objective of providing

optimal quality research and granular research to clients. Our market research studies by products, services, technologies, applications, end users, and market players for global, regional, and country level market segments, enable our clients to see more, know more, and do more, which help answer your most important questions.

Contact Us:

Market Research Future (Part of Wantstats Research and Media Private Limited)

99 Hudson Street, 5Th Floor

New York, NY 10013

United States of America

+1 628 258 0071 (US)

+44 2035 002 764 (UK)

Email: sales@marketresearchfuture.com

Website: <https://www.marketresearchfuture.com>

Market Research Future

Market Research Future

+1 855-661-4441

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/795243614>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.