

# Traditional Toys and Games in India

June 2023

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#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Continued impact of requirement for BIS certification leads to lack of availability in multiple categories Indian parents prioritise STEM toys to aid their children's development E-commerce continues to gain share, but growth slows post-pandemic

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Increasing consumer focus on traditional and localised toys to drive growth Rising purchasing power to positively impact traditional toys and games Subscription boxes for toys set to gain prominence

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## **DISCLAIMER**

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