



Euromonitor  
International

# Toys and Games in India

June 2025

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Dynamism for both video games and traditional toys and games

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SuperGaming and Funschool launch innovative products to meet local preferences

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Zepto and Blinkit are leaders in quick commerce, but Swiggy Instamart rises rapidly

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Localised innovation crucial to resonate with Indian consumers

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99Games leverages engagement and content to bolster its presence in mobile games

NODWIN Gaming acquires Freaks 4U Gaming to expand its global reach  
SuperGaming's Indus Battle Royale innovates with Indian cultural elements

## CHANNELS

Retail e-commerce gains share in video games distribution  
Video games hardware has the highest share of offline sales  
Offline retailers integrate gaming to boost customer engagement and brand loyalty  
Steam experiences user base growth as digital distribution dominates

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