



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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Traditional toys and games stores continues to dominate due to established customer loyalty

Amazon and Flipkart gain share through convenience and wide product range

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

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NODWIN Gaming acquires Freaks 4U Gaming to expand its global reach
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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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