

# Video Games in India

June 2025

Table of Contents

### Video Games in India - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Mobile games are popular due to widespread access and local cultural elements Chart 1 - Key Trends 2024

#### INDUSTRY PERFORMANCE

Mobile games continues to drive growth in video games software SuperGaming's Indo-Futurism drives growth through local innovation Chart 2 - Indo-Futurism Concept Inspires Indus Battle Royale Characters In-game purchases and transactions drive revenue growth Chart 3 - Battlegrounds Mobile India Uses Microtransaction Model to Drive Revenue

#### WHAT'S NEXT?

Rising disposable incomes set to fuel continued growth for video games Growth for mobile games to be driven by new technologies and in-game purchases Chart 4 - Analyst Insight E-sports set to contribute to growth for video games as company investment increases Gaming headsets set to maintain its rising trend as the competition rises Localised innovation crucial to resonate with Indian consumers

### COMPETITIVE LANDSCAPE

Sony and Microsoft see falling shares due to hardware supply problems 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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# Toys and Games in India - Industry Overview

#### EXECUTIVE SUMMARY

Dynamism for both video games and traditional toys and games

#### KEY DATA FINDINGS

Chart 5 - Key Trends 2024

#### INDUSTRY PERFORMANCE

Despite the growth of toys and games, some consumers are concerned about their finances Maniams Design Studio integrates local culture into toys and games Reliance leverages brand recognition for growth in toys and games Chart 6 - Reliance Games Has a Wide Mobile Games Offering

# WHAT'S NEXT?

Rising disposable incomes expected to drive growth in toys and games Chart 7 - Analyst Insight Engagement with mobile games set to continue to rise Local manufacturing set to increase amidst regulation Chart 8 - Make in India Initiative Will Increase Local Manufacturing Retail e-commerce will continue to reshape distribution Localised innovations will resonate with Indian consumers Chart 9 - Indus Battle Royale Uses Local Environments, Characters, and Weaponry

# COMPETITIVE LANDSCAPE

Mattel overtakes Hasbro, while fragmentation increases SuperGaming and WoodBee Toys succeed through innovation and cultural relevance NODWIN Gaming expands through AFK Gaming, Trinity Gaming, and Freaks 4U Gaming SuperGaming and Funskool launch innovative products to meet local preferences

#### CHANNELS

Retail e-commerce remains the leading sales channel for toys and games Croma and Reliance Digital create experiential gaming zones Swiggy Instamart and Hamleys partner to offer quick commerce for premium toys and games

#### ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2019-2029 Chart 11 - PEST Analysis in India 2024

#### CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in India 2024 Chart 13 - Consumer Landscape in India 2024

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#### SOURCES

Summary 1 - Research Sources

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