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Favorable demographics and quality consciousness to develop the Indian toy market, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Toys and Games Market in India 2010 report covering a market with strong growth potential. It is a part of Netscribes' Consumer Goods Series reports.

Mumbai, India – June 18, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Toys and Games Market in India 2010*. The perception towards toys and games as a necessity for all round development of child will drive the market.

The report begins with an overview of the industry indicating market size, growth and the various types of toys in the market. Major manufacturing hubs in India have also been highlighted.

An analysis of the drivers explains growth factors such as growing disposable income, growth in preschool, large population of children, changing people's perception, increasing awareness of quality issues, developing mall culture and National Program for the Development of Toy Industry. The key challenges identified include large scale imports of toys from China, old technology and obsolete design. The report identifies the key trends including preference among parents towards educational toys and games, growth in movies and cartoons character toys and entry of major foreign players.

Competition section provides the share of organized and unorganized players. It also provides brief profiles of major domestic and foreign players in the market. The section contains a snapshot of their corporation, financial performance, business highlights and their product portfolio, providing an insight into the existing competitive scenario.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

For more information please write to info@netscribes.com