Kids Trends In India 2009: Research, Analysis & Implications on the Gaming Industry

Description: 450 million kids (below the age of 18) and another 8 million being added each year!

What do you know about them? It's not only about their rising numbers. It's about their mindsets. It's about their approach. It's about their thinking, their preferences, likes, dislikes and everything else that make a kid a kid.

Children are also the main focus of Indian families, and their aspirations in terms of education and career choices are quite high today. The average family size in India has been on a decline, coming in now at almost 4.3 as compared to earlier years when it was more than 5. With the reduction in their average size and the increase in their incomes, Indian families have more money to spend. And children being the main focus, parents try their best to fulfill their aspirations. Net result, they get more attention and participate a lot in the decision making process.

Trends in this group are aplenty, some niche and some mass, but all are important. The numbers and these rapidly changing trends impact everything from government policies to education to retail to entertainment to the environment.

The publisher drawd out 4 of the most important trends and use 16 examples to explain them and review the implications of these trends on the Gaming Industry.

The publisher looks at market size, growth of segments and on the whole, growth drivers and a host of related facts and figures. With this background, the publisher analyzes the industry and their approach here has been to be as non-linear as possible. The publisher believes that a linear approach to the impact of the trends on a particular industry will be incomplete and a non linear analysis of the industry will reveal many other factors which need to be addressed towards progressive growth. These factors have been reviewed in the light of the trends. The publisher has thus looked at the trends and the industry from various angles and put together a few pointers which the publisher believes will offer great insight into the kids market and also stimulate ideas and actions in the right direction.

Useful for brands, categories, product and content developers, designers, analysts, researchers and consultants who are interested in this lively segment.

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