

Lego starts stacking retail bricks in India

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Danish toymaker The Lego Group expects strong growth in India, driven by the country's vast population of young children, a top executive told *Business Standard*.

"We've seen Lego love grow not just among kids, but also parents and adults in recent years. India has the largest population of young children globally, and we want to build on that," said Bhavana Mandon, country manager, Lego India, ahead of the launch of its first retail store in Gurugram.

Lego's first branded store in India

marks a deeper push into the South Asian market. Until now, the company has been selling its iconic bricks through platforms such as Hamleys, FirstCry, and online channels.

A 2024 note by Exim Bank valued the Indian toy market at \$1.5 billion in 2022 and projected it to reach \$3 billion by 2028, expanding at a compound annual growth rate (CAGR) of 12 per cent between 2023 and

**“WE SEE RISING DEMAND
FOR CREATIVE PLAY IN INDIA”**

Bhavana Mandon
Country manager, Lego India

2028. "The store marks a key milestone in expanding our reach as we see rising demand for creative play in India," Mandon said.



Spread over 4,500 square feet, the Gurugram store will be South Asia's largest, offering over 800 stock-keeping units, including more than 250 exclusive sets.

Lego is targeting double-digit growth in India and

expects to outpace the projected CAGR through 2032.

"India has been both challenging and rewarding. We're trying to stay relevant to kids, especially as increased screen time cuts into opportunities for constructive play. For many parents, play was once seen as frivolous, but they're now beginning to understand that it can help children develop valuable skills. That gives us plenty of room to grow," Mandon said.

Adults are also turning to Lego bricks, she added, as rising disposable incomes give them new ways to "mentally detox" — a trend the company is keen to build on.