

Toys and Games in Turkey

Market Direction | 2022-06-15 | 32 pages | Euromonitor

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Report description:

The performance of traditional toys and games remained mixed in 2021, with very strong demand for dolls and accessories and construction (the two largest categories) more than offsetting double-digit rates of decline in retail constant value sales of plush, remote control toys, scientific/educational and arts and crafts. However, volume sales of traditional toys and games declined, according to industry sources. This was mainly due to a sharp decline in foreign-exchange value of the Turkish lira...

Euromonitor International's Toys and Games in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Toys and Games market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

June 2022

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2021 DEVELOPMENTS

Boosted by the pandemic, mobile and online games are now dominant

Increasingly a rich man's game

Pandemic supports dynamic demand growth for static consoles in spite of soaring prices

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