

## Toys and Games in Turkey

Market Direction | 2023-05-26 | 31 pages | Euromonitor

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### **Report description:**

In 2022, toys and games experienced a double-digit value growth primarily driven by substantial increases in average unit prices, attributed to the devaluation of the Turkish Lira. This led to higher costs of imports and production. The remarkable value growth was predominantly fuelled by the success of video games, although traditional toys and games also witnessed double-digit sales growth by the end of the review period.

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 2018-2022, 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 2027 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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Traditional toys and games experiences significant growth despite high inflation in the country

Mattel sees a significant increase in its market share

Dolls and accessories, as well as construction toys, demonstrate the highest growth

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## 2022 DEVELOPMENTS

Value sales of video games will be driven by online and mobile games

Major investments to spur growth in video games

Significance of e-commerce is increasing

## PROSPECTS AND OPPORTUNITIES

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