

Traditional Toys and Games in Turkey

Market Direction | 2023-05-26 | 19 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2022, traditional toys and games witnessed a double-digit increase in value sales, even though the country faced a high inflation rate and a significant rise in toy and game prices due to increased costs of importing raw materials and products, as well as manufacturing and distribution expenses. Trade experts note that even during economic difficulties and crises, Turkish people tend to maintain their spending on the pleasure and development of their children.

Euromonitor International's Traditional 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: Action Figures and Accessories, Arts and Crafts, Baby and Infant, Construction, Dolls and Accessories, Dress-Up and Role Play, Games and Puzzles, Model Vehicles, Other Traditional Toys and Games, Outdoor and Sports, Plush, Pre-School, Remote Control Toys, Ride-On Vehicles, Scientific/Educational.

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

Why buy this report?

- * Get a detailed picture of the Traditional 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.

Table of Contents:

Traditional Toys and Games in Turkey

Euromonitor International

May 2023

List Of Contents And Tables

TRADITIONAL TOYS AND GAMES IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

2023 expected to be a year of slowed growth for traditional toys and games

Spinmaster expected to witness an increase in its market share

E-commerce and traditional toy stores predicted to maintain their dominance

CATEGORY DATA

Table 1 Sales of Traditional Toys and Games by Category: Value 2017-2022

Table 2 Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022

Table 3 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022

Table 4 NBO Company Shares of Traditional Toys and Games: % Value 2018-2022

Table 5 LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022

Table 6 Distribution of Traditional Toys and Games by Format: % Value 2017-2022

Table 7 Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027

Table 8 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027

Table 9 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

TOYS AND GAMES IN TURKEY

EXECUTIVE SUMMARY

Toys and games in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 10 Sales of Toys and Games by Category: Value 2017-2022

Table 11 Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Toys and Games: % Value 2018-2022

Table 13 LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 14 Distribution of Toys and Games by Format: % Value 2017-2022

Table 15 Forecast Sales of Toys and Games by Category: Value 2022-2027

Table 16 Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Traditional Toys and Games in Turkey

Market Direction | 2023-05-26 | 19 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-19
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com