

Traditional Toys and Games in Turkey

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

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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

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reliable information resources to help drive informed strategic planning.

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

Spinmaster expected to witness an increase in its market share

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