

Turkey Toys and Games Retail Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-10-13 | 36 pages | MarketLine

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Report description:

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Summary

Toys & Games Retail in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The toys & games market includes retail sales of action figures, activity toys, dolls, games, infant and baby toys, miniature models, plush toys, puzzles, ride-on model toys, and toy vehicles.
- The Turkish toys & games market had total revenues of \$787.5 million in 2022, representing a compound annual growth rate (CAGR) of 47.9% between 2017 and 2022.
- According to in-house research, the population aged 0-14 in Turkey was 19.3 million in the year 2022.
- Berg Toys and NXT eCOM partnered in the Turkish market in 2021 to re-activate the Turkish market by scaling up local omnichannel presence and activating a growth in sales.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the toys & games retail market in Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the toys & games retail

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market in Turkey

- Leading company profiles reveal details of key toys & games retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey toys & games retail market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Turkey toys & games retail market by value in 2022?
- What will be the size of the Turkey toys & games retail market in 2027?
- What factors are affecting the strength of competition in the Turkey toys & games retail market?
- How has the market performed over the last five years?
- Who are the top competitors in Turkey's toys & games retail market?

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