

# Pilsan Plastik Oyuncak Sanayi AS in Toys and Games (Turkey)

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### **Abstracts**

The company's target is to hold a strong position in traditional toys and games by introducing domestically manufactured products that are positioned as a more affordable option to those of its foreign competitors.

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**Product coverage:** Traditional Toys and Games, Video Games.

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

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