

# Traditional Toys and Games Licensing in Turkey, Eastern Europe, and MEA

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## Abstracts

Turkey, Eastern Europe, and the Middle East and Africa were collectively the second-fastest growing area of licensed toy sales globally in 2017 with 11% growth. Rapid smartphone penetration has been a major factor in growth, expanding the access children have to media. While there are some local licences that have grown in popularity in the region they are still relatively new and have limited cross-regional interest, creating an opportunity for large global properties to establish their brands.

Euromonitor International's Traditional Toys and Games Licensing in Turkey, Eastern Europe, and MEA global briefing offers a comprehensive guide to the Toys and Games market at an international level. It looks at both global and regional level performances as well as providing category and channel analysis. It identifies the leading companies and offers strategic analysis of key factors influencing the industry, new product developments as well as future trends and prospects.

**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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