

Turkey Board Games Market Size, Share, Trends and Forecast by Product Type, Game Type, Age Group, Distribution Channel, and Region, 2026-2034

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Abstracts

The Turkey board games market size reached USD 266.3 Million in 2025. The market is projected to reach USD 667.5 Million by 2034, exhibiting a growth rate (CAGR) of 10.43 % during 2026-2034. At present, with an increasing number of individuals utilizing social media platforms and sharing their experiences with board games online, the fascination and enthusiasm for board games is growing. In addition, retail platforms are expanding quickly, offering a diverse range of games with nationwide delivery. This is fueling the Turkey board games market share.

TURKEY BOARD GAMES MARKET TRENDS:

Growing awareness through social media

Increasing awareness through social media is fueling the market growth in Turkey. Social media platforms help introduce new board games to a wide audience, especially young people and families. Game reviews, unboxing videos, and how-to-play content make it easier for people to understand and get excited about board games. Influencers and content creators share their game experiences, which builds interest and trust among their followers. Social media also aids board game publishers and stores in promoting special offers, events, and new arrivals at low cost. Local game communities form through social media channels, where people share tips, meet for game nights, and recommend games to others. This constant flow of information keeps board games visible and attractive. Crowdfunding campaigns and game launches often rely on social media to gain support and build excitement. Photos of people playing games at caf?s or with family create a positive image that encourages others to try. As more people are using social media platforms and posting about board games online, curiosity and

interest continue to grow. As per industry reports, in Turkey, the number of people using Instagram reached 55.01% of the total population. This is leading to more sales, more players, and a stronger market overall.

Expanding retail distribution

Expanding retail distribution is propelling the Turkey board games market growth. As more physical stores, toy shops, bookstores, and shopping malls are offering board games, they are becoming easier for people to find and buy. This wider availability helps attract new customers who may not actively search for games but notice them while shopping. Many supermarkets and chain stores also dedicate sections to board games, making them a common and familiar product. Online platforms are broadening rapidly, providing a wide variety of games with delivery across the country. E-commerce sites are making it simple for customers to compare prices, read reviews, and choose the right games. Retailers often offer discounts and bundle deals, which encourage people to try new games. The combination of physical and digital retail options is increasing access for people in both cities and smaller towns. Better distribution also means faster restocks and availability of new titles. As board games are becoming more visible and reachable through retail outlets, more people are showing interest in playing, gifting, and collecting them, helping the market grow steadily across Turkey. According to industry reports, the Turkey retail market size is set to exhibit a growth rate (CAGR) of 8.30% during 2025-2033.

TURKEY BOARD GAMES MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on product type, game type, age group, and distribution channel.

Product Type Insights:

Tabletop Games

Card and Dice Games

Collectible Card Games

Miniature Games

RPG Games

The report has provided a detailed breakup and analysis of the market based on the product type. This includes tabletop games, card and dice games, collectible card games, miniature games, and RPG games.

Game Type Insights:

Strategy and War Games

Educational Games

Fantasy Games

Sport Games

Others

A detailed breakup and analysis of the market based on the game type have also been provided in the report. This includes strategy and war games, educational games, fantasy games, sport games, and others.

Age Group Insights:

0-2 Years

2-5 Years

5-12 Years

Above 12 Years

The report has provided a detailed breakup and analysis of the market based on the age group. This includes 0-2 years, 2-5 years, 5-12 years, and above 12 years.

Distribution Channel Insights:

Supermarkets and Hypermarkets

Specialty Stores

Online Stores

Others

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes supermarkets and hypermarkets, specialty stores, online stores, and others.

Regional Insights:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Black Sea

Eastern Anatolia

The report has also provided a comprehensive analysis of all the major regional markets, which include Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Black Sea, and Eastern Anatolia.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the

competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Turkey board games market performed so far and how will it perform in the coming years?

What is the breakup of the Turkey board games market on the basis of product type?

What is the breakup of the Turkey board games market on the basis of game type?

What is the breakup of the Turkey board games market on the basis of age group?

What is the breakup of the Turkey board games market on the basis of distribution channel?

What is the breakup of the Turkey board games market on the basis of region?

What are the various stages in the value chain of the Turkey board games market?

What are the key driving factors and challenges in the Turkey board games market?

What is the structure of the Turkey board games market and who are the key players?

What is the degree of competition in the Turkey board games market?

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