

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

<https://marketpublishers.com/r/T98E5EB8994DEN.html>

Date: October 2023

Pages: 36

Price: US\$ 350.00 (Single User License)

ID: T98E5EB8994DEN

Abstracts

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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 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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