

# Traditional Toys and Games in Turkey

May 2023

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## Traditional Toys and Games in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Traditional toys and games experiences significant growth despite high inflation in the country

Mattel sees a significant increase in its market share

Dolls and accessories, as well as construction toys, demonstrate the highest growth

#### PROSPECTS AND OPPORTUNITIES

2023 expected to be a year of slowed growth for traditional toys and games

Spinmaster expected to witness an increase in its market share

E-commerce and traditional toy stores predicted to maintain their dominance

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