



# Toys and Games in Turkey

July 2025

Table of Contents

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Despite slowing growth, there is a further shift towards digital content

Chart 1 - Key Trends 2024

### INDUSTRY PERFORMANCE

Growth of video games software driven by releases and mobile engagement

Local games studios scale globally via e-commerce amid price competition

Chart 2 - Royal Match Mobile Game Surpasses USD3 billion in Global User Spending

Increase in subscription prices impacts affordability and category growth

### WHAT'S NEXT?

Video games hardware expansion set to continue outpacing software

Despite negative outlook, mobile games could benefit local players

Chart 3 - Analyst Insight

Cloud gaming expands accessibility, reducing reliance on consoles

Chart 4 - NVIDIA And Turkcell's Game + Collaboration Reduced Reliance on Static Consoles

### COMPETITIVE LANDSCAPE

Sony price hikes challenge growth; Microsoft targets younger players

Spyke Games sees strong growth with investment boost

EQT buys Keywords Studios; DoubleU Games acquires Paxie Games

Nintendo and Rockstar Games plan major game releases for 2025

Chart 5 - The Nintendo Switch 2 The Most Highly Anticipated Release of 2025

### CHANNELS

Retail e-commerce driven by smartphone use and digital payment expansion

Turkcell and NVIDIA partnership promotes cloud gaming through GAME+ Zones

### COUNTRY REPORTS DISCLAIMER

## Toys and Games in Turkey - Industry Overview

### EXECUTIVE SUMMARY

Local inflation drives up unit prices, and influences purchasing patterns

### KEY DATA FINDINGS

Chart 6 - Key Trends 2024

### INDUSTRY PERFORMANCE

Traditional toys and games leads growth despite inflation in Turkey

Chart 7 - Analyst Insight

Rising environmental awareness leads to more sustainable toy designs

Chart 8 - Dolu Yesil Oyna Releases Recycled Plastic Toys Range

Kidult trend is gaining momentum in Turkey

Chart 9 - Kidults Targeted Through Istanbul Comic Con

### WHAT'S NEXT?

Toys and games set to experience solid growth over forecast period

Video games set to gain further ground, driven by new consoles and digital software

Greater interactivity with toys can provide more immersive experiences but local language apps will help expand reach

## COMPETITIVE LANDSCAPE

Industry concentration rises as leading companies outperform regional average

Nezha Toys emerges with Turkish-language animated characters

Local and niche brands aim to stand apart from leading names

## CHANNELS

Retail e-commerce remains leading channel, but traditional toys and games stores gain ground

Digital platforms leverage online deals and exclusive collaborations

Rise of hybrid retail models to help expand reach and manage resources

## ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2019-2029

Chart 11 - PEST Analysis in Turkey 2024

## CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Turkey 2024

Chart 13 - Consumer Landscape in Turkey 2024

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/toys-and-games-in-turkey/report](https://www.euromonitor.com/toys-and-games-in-turkey/report).