

ECONOMIC ANALYSIS OF TOY INDUSTRY TODAY AND THE IMPORTANCE WOODEN TOY IN TURKEY AND ITS COMMERCIAL VOLUME

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Abstract

With the influence of organic life and ecological approach, which is becoming widespread in the world, the use of wood materials is increasing in toy production. This situation was noticed in the transition from the plastic toy, which contains the social changes and the negative health elements, to the wooden toy with healthy materials. In this study, the studies on the development, definition, importance of the toy industry, the market data it created in years 2014-2018, its economic analysis, raw material properties and the application of these principles in the subgroup wooden toy were conducted.

As of 2018, 46.27 billion dollars of exports and 124.9 billion dollars of imports actualized worldwide. In Turkey, in general of the toy industry in 2018 despite the production of \$ 97.6 million with down 34%, level of 262.9 million dollars imports, 32.8 million dollars exports with decline of 21% was realized. The EU countries are seen to be the most important foreign market for Turkey and they are targeted as market. On the other hand, for Turkey that appears to be a lower share of the world market in terms of production and trade of wooden toys, the situation of this sector that is open to investment and development creates the reasons of the research. With the data obtained as a result of the economic analysis and literature research, forecasts have been developed in order to raise the awareness of wooden toys in our country, to develop market conditions and to increase their qualifications.

This study, which is carried out by emphasizing the meaning, quantity and value of the wooden toy industry and also by determining its share in the toy industry, but also by associating it with the intra-sector market share, is capable of meeting the deficiency in the field.

Keywords: Toy, wooden toy, healthy toys, economic analysis

1. Introduction

Today, it is very important to increase awareness by ensuring functionality and continuity in wooden toy production and to contribute to the sector in the long term by improving design and innovation capability. In addition to this, with the importance of toys for child development and education, the use of healthy materials is extremely important. Therefore, healthy wooden toys should be preferred instead of toys being plastic etc. which may have the risk of having carcinogenic active substances in raw materials and dyestuffs.

Information from the earliest dates shows that the history of toys is as old as human history (Jackson, 2001). It is known that the first toys belong to Egyptians and there is a rich variety of toys (Yalçinkaya, 2004). After Anatolia which has a rich toy culture, was conquered by the Turks in the 10th century, the toy tradition has survived to the present day through cultural transfer (Akbulut, 2009). It can be said that toy making first appeared in Eyüp in the 17th century as an organized industry in Anatolia (Onur, 2005). Toy production based on wood has undoubtedly been the source of the toy industry (Demircan, 2005).

The re-rise of sustainability practices in wooden toys has been realized with the introduction of environmentalist approaches (Aydın, 2012). Therefore, they are preferred by processing its nature-friendly features, which are connected to its environmentalist structure, as they provide a safe and healthy game life (Tunç and Adıgüzel, 2020). Developing alternative strategies based on environmental and social principles with a multidisciplinary approach will be able to make wooden toys more effective in terms of sustainability.

In addition, social and economic conditions are also related to materials and production processes that are reflected through toys (Onur, 1991). Wood is generally an easy-to-use natural raw material. Various types have been used in the toy industry for many years because of its natural aesthetic structure, elasticity module and comfortable touch feeling (Friso et al., 2015). In addition, behaviors such as new consumption patterns, reuse and recycling in the sustainable design phase of wooden toys should be applied in life (Manzini and Vezzoli, 2002).

Different materials have been used in toy production since the earliest times and today plastic has taken its place as the most used material (Ak, 2006). However, the most striking factor about plastic toys was the detection of excess lead ratios in the paint on the outer surface of the toy (Bapuji and Beamish, 2007). For this reason, the suitable material to be selected for the toy must first of all be appropriate to the quality and quantity of the model it is used, to identify the material, to be used with other materials and to know its physical and chemical properties and its properties (Elibol et al., 2006).

The amount of harmful substances such as lead and cadmium in the structure of plastic etc. toys should be limited and determined according to standards (Aslan, 1997). Water-based paints used in coloring on exterior surfaces are more permanent and do not have flammable properties (Sönmez, 2000). At this point, more water-based paints should be preferred for coloring wooden toys (Elibol et al., 2006). In addition, it is stated that wooden toys can be colored with natural root dye and buckthorn, which are harmless with appropriate painting techniques, and also some colored tree species can be used (Koyuncu, 2017).

The sense of touch is important in discovering and learning and in this context, wood is superior to plastic due to the chemical coldness of plastic. At the same time, wood is accepted as a warm material as the manual connection of the wooden toy changes over time (Barthes, 1998). In recent years, due to the efforts of people to create healthy living conditions, a negative approach is seen in the market for plastic toys that damage the nature and adversely affect the environment with their reactions. As a result of these developments, the reflection on the wooden toy industry has been positive, depending on the philosophy of healthy life in the society and it has come to the fore as it is preferred in the market.

It was pointed out that the toys in the past supported the development of children more and that the materials used in this were especially natural (Metin et al., 2017). Wood, which is a natural material, is an organic-based material with fibrous and porous texture and an easily processable material with aesthetic structure due to its organic structure (Usta, 2016). Hardwoods are the best choice in the production of toys rated as educational, especially due to their high density, better wear resistance and good handling (Ebner and Petutschnigg, 2007; Wood Handbook, 2010). In addition, wooden toys survive through mass production techniques, reinterpretation of foreign forms, various ornaments and adapt to changing market conditions (Akbulut, 2009).

A good toy is a solid, durable, useful, easy-to-care toy that does not come off quickly, does not have sharp, sharp corners and can be cleaned easily (Çamur et al., 2008). It is also important that the toy is qualified, not multiplicity. Toys to be given to children should be preferred starting from the simple level to the difficult (Arıkan and Karaca, 2004). Another important issue in toy selection is the safety issue of the toy (Özmert, 2006).

In accordance with the Toy Safety Regulation, sector companies have very serious responsibilities. The Ministry of Commerce made a new regulation and determined the usage limits of some chemicals used in toys and children's equipment. In our country, amendments regarding chemical restrictions will come into effect after a year, with the regulation of the Ministry of Commerce and the industry manufacturers will comply with the usage values until December 2020.

According to the findings of the competitiveness research of the Turkish toy industry conducted on the basis of market data for the period 2007-2018, the competitive power of the Turkish toy industry is low today (Tunç and Adıgüzel, 2020). Low toy consumption compared to developed countries shows that the potential demand for toys in Turkey is too much. When Turkey's toys import and export prices are examined, it appears that the price of import is lower than the price of export and while Turkey imports expensive toys while exports value-added exports. Turkey has 0.04% share of total World imports of toys in 2108. Turkey has 0.01% share of the World total toy exports in 2018 (Pageva, 2019).

The world market in the toy sector consists of brand owner companies, national branded companies, that include contract firms, distributors and toy sales points at which production is carried out. Toy stores

and supermarkets are important points for sales in meeting the toy with the consumer. However, today, toys are meeting with consumers via informatics from the Internet (Pagev, 2019).

2. Materials and Methods

Using the content analysis study, Toy World and Turkey Sector, Turkey Wooden Toys and Toy Industry production volumes, export and import volumes were examined collecting both valid data and field qualitative data. The obtained data are classified and summarized within the framework of a specific problem or purpose, and primarily the collected data are conceptualized. It was ensured that the theme explaining the data was determined by making a logical arrangement according to these concepts. The necessary comparisons and proportions are given. The reason for the world in general and Turkey's toys and wooden toys worth taking the examination, the results making comparisons is to identify both perspectives.

3. Results

In order for companies operating in the toy industry to reach new markets and customers, it will be of great benefit to develop appropriate plans and strategies together with the conditions in the market in order to make realistic economic analyses.

3.1. Status and Trade of Toy Market in the World

In order for companies operating in the toy industry to reach new markets and customers, it will be of great benefit to develop appropriate plans and strategies together with the conditions in the market in order to make realistic economic analyzes. Examining at the World Toy Trade, the world toy trade volume, which was 56 billion 775 million dollars in 2007, reached 96 billion 484 million dollars in 2018 and increased by approximately 70% (Trademap, 2019).

The import and export figures expressing the world market distribution and size for the period of 2014-2018 are shown in Table 1. When Table 1 is analyzed by years, it is seen that the total exports and imports of the world increased continuously during the period.

Table 1: Worldwide toy import and export values (Trademap 2019).

Years	2014	2015	2016	2017	2018	Variation(%)
Import	45.23	45.23	46.68	49.12	50.21	11.01
Export	34.5	34.91	37.74	43.92	46.27	34.11

Total exports, which were 34.5 billion dollars worldwide in 2014, increased by 34.11% in 2018 and reached 46.27 billion dollars. In addition, total imports, which were 45.23 billion dollars worldwide in 2014, rose to 50.21 billion dollars in 2018 with an increase of 11.01%. The toy industry is seen as a growing market in the world.

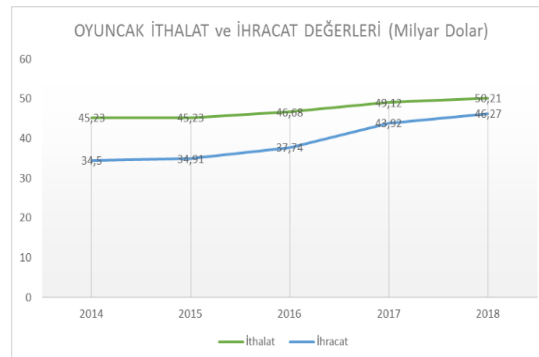


Figure 1: The status of the world toy market over the years

As seen in Figure 1, an increase rate of 11.01% in imports and 34.11% in exports is observed between 2014-2018. Considering the last 5 years, it is seen that especially in 2017, toy imports increased by 5% and exports by 14% compared to the previous year. However, compared to previous periods, 2018 shows a more steady increase and the rate is 2% in imports and 5% in exports.

The import and export figures of the 5 countries that make excessive import and export around the world in the period of 2014-2018 are included in Table 2. Considering the world in general, Europe, which has high import and export rates according to the volume ratios they create in the toy market, is the leading country, followed by the Far East countries. The USA follows these countries with the volume they create.

Table 2: Import and export countries for the world toy industry (Pagev 2019, Trademap 2019).

IMPORTER COUNTRIES			EXPORTER COUNTRIES		
Country	Value(billion\$)	Share(%)	Country	Value(billion\$)	Share(%)
The USA	34.4	27.6	CHINA	56.7	47.3
GERMANY	8.9	7.1	HONGKONG	7.2	6.0
JAPAN	6.4	5.1	The USA	6.8	5.7
ENGLAND	6.4	5.1	GERMANY	6.0	5.0
FRANCE	5.4	4.3	Czech Republic	3.6	3.0
Total of other countries	124.9	100	Total of other countries	119.9	100

Total toy import in the world was realized as 124.9 billion dollars in 2018 and 49.2% of the total imports were made by 5 countries USA, Germany, Japan, England and France. In the first place of the importer countries, the USA has a 30% share in the world total imports with its import of 14.75 billion dollars in 2018. Exports were realized as 119.9 billion dollars in 2018, 61% of total imports were made by 5 countries. China realized this export with a figure of 56.7 billion dollars and a high rate of 47.3%. China is also followed by the Far East country, Hong Kong.

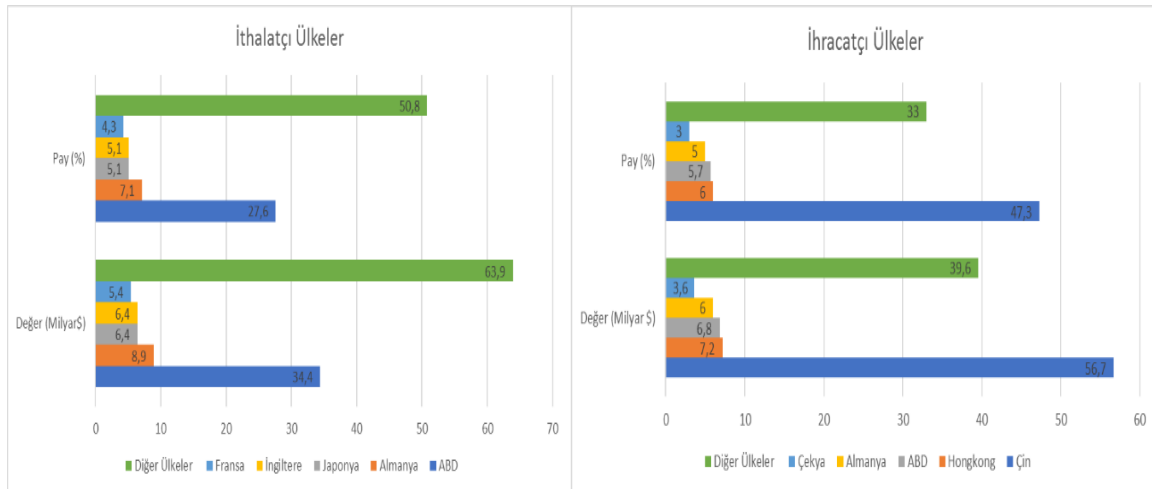


Figure 2: The toy market of the countries in the world market

As seen in Figure 2, the USA and Germany are the highest importers in terms of import and export value in the toy industry in the world, and they are in the 2nd and 3rd place after China, which has the highest export rate in the toy sector in terms of export value. On the other hand, other countries except Japan are in the European continent in the top 5 of the importing countries.

The data show us that Europe is the continent with the highest import rate and is the biggest potential buyer for our country's producers. Due to the position of Turkey, especially as logistics and quality processes are expected to receive a significant share of this market.

It is seen that the highest exporting countries in the world are China and Hong Kong in the Far East, these countries have reached these numbers with low raw material and labor costs, but they maintain their position despite their disadvantage in terms of logistics and quality.

3.2. Toy Industry Foreign Trade of Turkey

The most export from 10 countries during the period 2014-2018 exports by Turkey are set out in Table 3. Turkey's toy industry, taking into account countries with export and import data based on years 2014 and 2018 were examined.

Table 3: Turkey's toy exports by countries as of (Tredemap 2019; Bronze and Adıgüzel 2019)

	Export Cost (Thousand Dollar)										
Country	England	Iraq	Greece	Cyprus	Serbia	Iran	Italy	RF	Arabia	Germany	Total
2014	1419	2781	1.966	-	1324	523	1446	1735	848	788	41838
2018	2221	1935	1.871	1849	1559	1439	1412	1350	1322	1219	32829
Difference (%)	56	-31	-4.9	185	18	175	-2	-22	55	55	-21

As seen in Table 3; The export figure, which was 41.8 million dollars in 2014, was 32.8 million dollars in 2018, and a decrease of 21% is observed in exports. Considering the countries, there was no export for Cyprus in 2014, but it reached 1849 million in 2018 with an increase of 185%. When we look at the data of the UK in 2014 and 2018, it is observed that it is at the highest rate with an increase rate of 56%. Arabia and Germany follow England with an increase rate of 55%. As seen in the table,

European countries rank first in exports, followed by Middle Eastern countries. While making evaluations, it is observed that there is a fluctuating course in exports, as well as European countries lead the way.

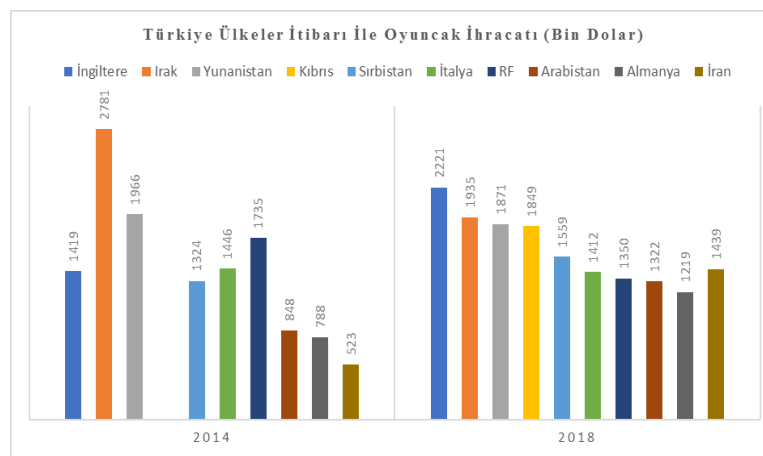


Figure 3: Toy export value of the country's reputation with Turkey

As stated in Figure 3; Turkey's toy industry exports 2014-2018 reputation is to be seen whether any country featured, \$ 2.2 million with England in 2018 in total exports is the highest value of the first countries respectively Iraq, Greece, followed by Cyprus and Serbia.

Most of the imports carried out by 10 countries during the period 2014-2018 import figures as the value of Turkey are set out in Table 4. Turkey's toy industry for 2014 and 2018 based on the exchange rates are expressed examining their import rates.

Table 4: As of toy imports with countries Turkey (Trademap 2019; Bronze and Adıgüzel 2019)

	Import Cost (Thousand Dollar)										
Country	China	Indonesia	Vietnam	Czechia	Italy	Denmark	Hungary	Malesia	Tailand	Germany	Total
2014	351072	3264	2572	1045	4288	2854	288	2897	1390	2376	400600
2018	230690	6573	4337	4150	2742	2289	1686	1610	1385	886	262085
Difference (%)	-34	100	68	297	-36	-19	485	-44	-0,03	-62	-34

As seen in Table 4; Turkey's total imports during the period 2014-2018 has fluctuated. The toy import, which was 400.6 million dollars in 2014, was realized as 226.2 million dollars in 2018, and there is a decline in imports with a significant decrease of 34%. Turkey's total imports, China stands out as the most active countries. As of 2018, 230.69 million dollars of imports have been made from China. Another point that stands out in the table is that among the top 10 countries with the highest number of imports, apart from China, there are 4 Southeast Asian countries, namely Indonesia, Vietnam, Malaysia and Thailand.

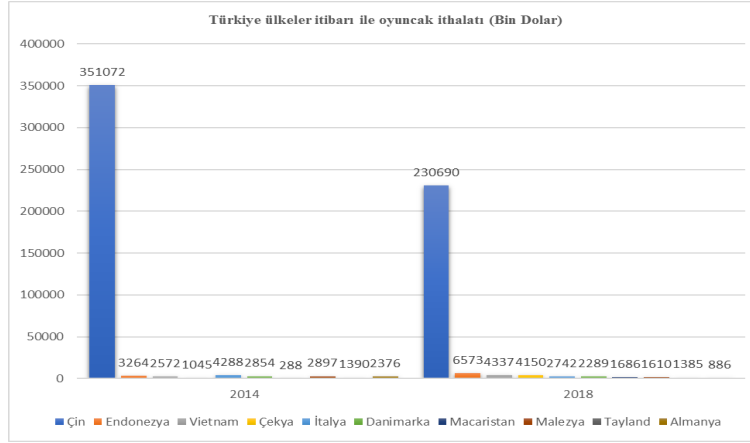


Figure 4: Turkey's toy import values with other countries

As indicated in Figure 4; In 2018, there was a 34% decrease in imports from China, but an increase in Indonesia and Vietnam, other Far Eastern countries. In addition, there was an increase of 297% in the Czech Republic and 485% in Hungary. It is seen that Turkey imports mainly in the Far East. A decrease is observed in the amount of imports from European countries, Italy, Denmark and Germany. The increase in imports from Far Eastern countries, which are said to be low in terms of quality and price, and the decrease in imports from European countries indicate that the move is price-oriented.

In 2018 due to shortage of negative economic indicators and problems related to rate, the toy market in Turkey has experienced some decline in both quantity and value. After the recession period it experienced, it had a tendency to grow again in 2019, and it is expected to slow down due to the world pandemic process and Covid-19 disease experienced at the beginning of 2020.

The market grew by an average of 6 percent per year between 2013 and 2019. In 2018, toy production amounted to 19 thousand tons in quantity and 98 million dollars in value. 2019 was the year to make up for the losses in the sector. Production in the first half of the year was 11.7 thousand tons and 58.2 million dollars.

4. Discussion

4.1. Economic Situation of Toy Industry in Turkey

Turkey's inability to achieve throughout the toy industry production in specialized areas, away from scattered production structure clustered without predominantly carries out its activities as a sector based on imports in the domestic market because of technological infrastructure and branding are not at the desired level. Despite the high import rate in recent years in Turkey, the expected value of the find began development trend in the toy industry for the last 5 years, the value and quantity of the production, import, export and domestic market sales data with foreign trade deficit and market share are shown in the statistics in Table 5.

Table 5: Turkey Total Toy Production, Market and Supply-Demand Balance (Pagev 2019; TÜİK, 2019)

Years	2014		2015		2016		2017		2018	
	Quantity (Ton)	Million (\$)	Quantity (Ton)	Million (\$)	Quantity (Ton)	Million (\$)	Quantity (Ton)	Million (\$)	Quantity (Ton)	Million (\$)
Production	20.9	158	18	126.1	19.4	135.3	19.7	145	18.9	97.6
Export	7,3	41,8	6.3	31.9	6.8	33.2	6.9	34.9	6.6	32.8
İmport	28.3	400.6	26.9	350.1	32.7	422.7	28.6	392.1	28.1	262.9
Foreign Trade Deficit	-21	-358.8	-20.6	-318.2	25.9	389.5	-21.7	-357.2	-21.5	-230.1
Domestic Consumption	41.9	516.8	38.6	444.3	45.3	524.8	41.4	502.2	40.4	327.7
İmport/ Domestic Cons. (%)	67.5	77.5	69.6	78.7	72.1	80.5	69	78	69.5	80
Domestic market share(%)	32.5	22.5	30.4	21.3	27.9	19.5	31	22	30.5	20

Turkey's toy production as shown in table 5; While the amount was 20.9 tons in terms of amount and 158 million dollars on value basis in 2014, the amount decreased to 18.9 tons in 2018 and decreased to 97.6 million dollars. We can associate this decline with the economic crisis in 2018, which caused contraction in all sectors in the world. However, a total of 400.6 million dollars in 2014. Turkey imports the toy industry, exporting 41.8 million dollars and 516.8 million dollars in the domestic market consumption is realized, the industry has 358.8 million dollars in the foreign trade deficit. In 2018, 262.9 million dollars of imports, 32.8 million dollars of exports and 327.7 million dollars of domestic market consumption were realized, and the sector showed a foreign trade deficit of 230.1 million dollars and decreased in value.

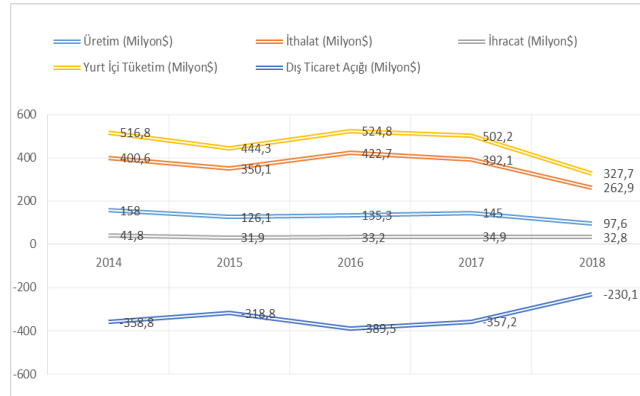


Figure 5: Turkey Total Toy Production, Market and Supply-Demand Balance (US \$ Million)

As seen in Figure 5, despite the production of 158 million dollars in the toy industry in 2014, 401 million dollars of imports were realized. Domestic sales volume was 517 million dollars, while exports of 42 million dollars were made and production gained a share of 26% in the domestic market. In 2018, production declined to 98 million dollars and imports to 263 million dollars.

While the domestic sales volume decreased to 328 million dollars, the export amount was realized as 33 million dollars. Turkey's toy industry is a sector based mainly on imports. It is observed that it is in a process that increases its export-oriented activities with its infrastructure in international markets

4.2. Economic Analysis of Turkey's Wooden Toy Industry

The characteristics, preference reasons and technological processability of each of the raw materials from which the toy is made are very important for the sector. Accordingly, the manufacturer companies active in the world toy industry are named and classified according to the type of raw material they use in production. We can list these as plastic, fabric, plush, metal and wooden toys. Each of the toys separated according to the type of raw material used in production also has a commercial market.

The number of toy manufacturers operating in Turkey is seen as an industrial as 19 pieces. Among these companies, it manufactures wooden toys in the branded factory, which is established only in Düzce,

for the market in industrial scale, as well as with the contract working principle in medium and large size workshops. In addition, it is observed that wooden toy manufacturers do not focus on certain regions throughout the country.

The total production of plastic toys in the toy industry in Turkey, imports and domestic consumption market, about 70% of the total toy production and imports, while exports accounted for approximately 90% (Pageva, 2019). Among the total toy industry, wooden toys come with the highest rate after plastic toys. Wooden toy production, import and domestic market consumption constitute approximately 25% of the total amount of toys, and approximately 8% of the total amount of exports. These ratios were determined based on field and literature studies for toys other than plastic toys.

To be rich in tree species can be used as raw materials in manufacturing wooden toys in the wood sector in Turkey and grew up with wide infrastructure and manpower capabilities began to find the expected value. For these reasons, the statistics of production, import, export and domestic market sales as well as foreign trade deficit and market shares in the last 5 years in terms of quantity and value of the toy industry, which is in the development trend, are shown in Table 6.

Table 6: Turkey Wooden Toy Production, Market and Supply-Demand Balance

Years	2014		2015		2016		2017		2018		2014-2018 (%)	
	Quantity (Ton)	Million (\$)	Quantity (Ton)	Million (\$)	Quantity (Ton)	Million (\$)	Quantity (Ton)	Million (\$)	Quantity (Ton)	Million (\$)	Quantity (Ton)	Million (\$)
Production	5.22	39.5	4.5	31.52	4.85	33.82	4.92	36.25	4.72	24.4	-9.5	-38.2
Export	0.58	3.34	0.50	2.55	0.54	2.65	0.55	2.79	0.52	2.62	-10.3	-21.5
Import	7.07	100.15	6.72	87.52	8.17	105.67	7.15	98.02	7.02	65.72	-0.01	-34.3
Foreign Trade Deficit	-6.49	-96.81	-6.22	-84.97	-7.63	103.02	-6.60	-95.23	-6.50	-63.10	-0.01	-34.8
Domestic Consumption	10.47	129.20	9.65	111.07	11.32	131.20	10.35	125.55	10.10	81.92	-3.5	-36.5
Import/Dom. Cons(%)	67.5	77.5	69.6	78.7	72.1	80.5	69.0	78.0	70.0	80.0	3.7	3.2
Domestic Market Share(%)	32.5	22.5	30.4	21.3	27.9	19.5	31.0	22.0	30.0	20.0	-7.6	-11

As seen in Table 6, imported toys have a share of 77.5% and locally produced toys have a share of 22.5% in the domestic market consumption in the wooden toy industry, which produced 5.22 tons and 39.5 million in 2014 in our country. In 2018, a decline was observed in the wooden toy industry in our country with a value of 4.72 tons and 24.4 million. Imported toys have a share of 80% and locally produced toys have a share of 20% in value from the domestic market consumption

It is observed that the production value of wooden toys has decreased over the years, albeit a little, and the import amount has increased. Between the years of 2014-2018, there was a decrease of 9.5% in terms of quantity, 38.2% in value, 10.3% in quantity, 21.5 in value in exports, and 0.01% in quantity and 34.3% in value in imports. However, there is an increase in domestic market consumption with a value of 3.2%.

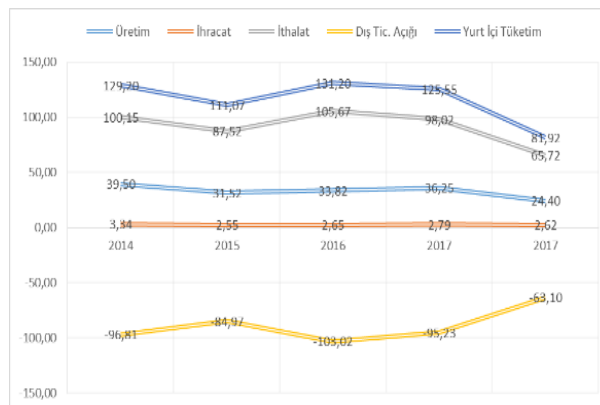


Figure 6: Turkey Wooden Toy Production, Market and Supply-Demand Balance (\$ Million)

In Figure 6 as seen in manufacturing wooden toys Turkey, as the value of exports and imports, fluctuations in 2014-2017 but is noticeably seen a case in 2018 shows a decline. At the same time, it is seen that the foreign trade deficit grew at a noticeable level in 2018. In the year 2014-2018 in the amount of exports as compared to production in Turkey have made aint seen an increase.

5. Conclusion

The worldwide toy industry market grows with the development of changing preferences and technologies. It is observed that the toy companies in our country are in the development phase, their competitive power is generally low and they cannot get the desired market share in the world market. Negative consumer movements have occurred in Far Eastern toys due to negative thoughts on safety and health and changing market conditions. Turkey toy industry market is in development that will transform favor with advantages such as sources of raw materials, healthy products, skilled labor and logistics conditions of negative consumer requests that occur in the toy industry market

For the toy industry in the world, while exports were 34.5 billion dollars and imports were 45.23 billion dollars in 2014, exports reached 46.27 billion dollars and imports reached 50.21 billion dollars as of 2018, increasing in both markets. In the toy industry in 2014, Turkey's total imports of 400.6 million dollars, 41.8 million dollars of exports was realized, while in 2018 imports of 262.9 million dollars, it is observed decline in export market with 32.8 million dollars.

The sector in Turkey in 2014 158 million dollars in production, 358.8 million dollars in the foreign trade deficit and 516.8 million dollars the domestic market consumption took place, while in 2018, 97.6 million dollars of production, 230.1 million dollars in the foreign trade deficit and 327.7 million dollars, is the domestic market consumption have occurred, the sector has decreased in value.

In the developing Turkish Wooden Toy sector, 30.5 million dollars of production, 96.81 million dollars of foreign trade deficit and 129.20 million dollars of domestic market consumption were realized in 2014; internal market consumption has decreased in an equivalent sense to the toy industry. There is a contraction of 38.2% in production, 36% in domestic consumption, and the decrease in the purchasing power of individuals in 2018 has been seen as a reason.

The most important problem of the toy industry is that it has a large foreign trade deficit. When the data are examined, the toy industry; In 2018, there was a deficit of 21.5 tons and 230.1 million dollars. A deficit of 6.50 tons and 63.10 million dollars was provided in wooden toys. The reason for the significant foreign trade deficit in the market as the Turkish toy industry is expressed as the lower unit export price compared to the unit import price.

In our study, it has been determined that Turkish toy companies increase their market share not only in the domestic market, but also in European countries, which they consider very important for development and constantly increase their quality. When we look at the data of 2014 and 2018, it is observed that the toy export to England is at the highest rate with an increase rate of 56%. Britain is followed by Germany with a 55% increase rate and Serbia, Greece and Italy at lower rates.

It is seen that Turkey imports mainly in the Far East. A decrease is observed in the amount of imports from European countries, Italy, Denmark and Germany. Looking at 2018 data, China meets 88% of total imports with a value of 230.6 million dollars. When the results are evaluated, it is seen that uncontrolled imports from Far Eastern countries with high capacity and price advantages prevent the development of the domestic toy industry, cause many domestic brands to disappear, loss of employment and increase in the current account deficit.

Although the amount of wooden toys imported between 2014 and 2018 is close to each other, a decrease in the value corresponding to the amount is observed, especially in 2018. One of the factors that may cause this decline is the economic shrinkage process experienced in the world in 2018, and also the low quality that causes the imported toy products to be the same in quantity but low in price.

Along with the recently developed ecological life philosophy in the world toy industry, an important market is the toy market made of natural and healthy products. The most important and preferred one is toys made of wood, and these products have an increasing market share due to environmental and health concerns. The domestic wooden toy industry will not only provide employment and added value to our economy, but also contribute to our culture by gaining traditional production capability.

Low logistics cost should be used as an important advantage in the wooden toy industry, especially due to its proximity to the Middle East and EU markets. The market share will be increased by ensuring rapid adaptation to new models with toys for cultural and religious common values with the Middle East and the Turkic World.

With the fact that the conscious consumer will continue to increase, the number of consumers who demand transparency and expect loyalty to ethical values from the brands they buy their products are increasing day by day. For this reason, it should be ensured that the consumers who turn to wooden toys make the right decisions and have information about the product life cycle with the eco label placed on the product.

As a result, in achieving a healthy and secure quality of life for our children, investing in the production of wooden toys and development in Turkey it has emerged as a clear sector.

6. Acknowledgments

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