**Sports Goods, Sports Wear & Shoes**

* The sports equipment market in Turkey primarily includes retail sales of ball sports equipment, adventure sports equipment, fishing equipment, golf equipment, racket sports equipment, winter sports equipment, sportswear, sports shoes and all other sports-dedicated equipment (i.e., billiard/snooker tables, gym equipment etc.);
* The Turkish sports equipment market generated a total revenues of $1,365 million in 2017, representing a compound annual growth rate (CAGR) of 6.8% between 2013 and 2017. Sales of sports and leisure equipment accounted for 1.5% of the total retail sales in 2016;
* A growing urban population is resulting in an increase in the number of consumers in the Turkish sports equipment market;
* The most popular sports in Turkey continue to be football and basketball;
* A major issue impacting the Turkish sports equipment market negatively in recent years has been the prevalence of counterfeit sport equipment products on the Turkish market. Negatively impacting the revenues of players in this market, counterfeit goods have increasingly become the target of government policy in recent months;
* International Brands dominate the sports and leisure equipment market in Turkey, having accounted for 72.1% of the sales in the segment. Adidas, Decathlon S.A., IIC-Intersport International Corporation and NIKE Inc., PUMA, Converse, Columbia, Jack Wolfskin, Reebok and Lotto dominate the Turkish sports goods market;
* Private label is developing at a stable rate in sportswear. The main providers of private label sportswear such as Decathlon and Intersport continue to succeed as low-priced alternatives to large, well-known brands, albeit with relatively low value sales. The factors behind the success of Decathlon include a portfolio that covers both popular and less popular sports including niche, extreme sports, affordable prices, high quality and continual innovation;
* Most requested sports product is shoes as 40% of products sold in retail is sports shoes followed by 35% sportswear and 25% sports equipment;
* In both women’s and men’s apparel and footwear, there is a trend towards athleisure in Turkey. Turkish women in particular prefer these athleisure outfits as they can wear them for multiple occasions without having to change;
* Sports-inspired apparel was the most dynamic and the largest category within sportswear in 2017. Sports-inspired apparel is widely popular among the young population and among urban middle-class men and women for wearing in their leisure time;
* There are white-label imports of sports goods from different countries by the Turkish sports good retailers. This product category holds good potential for our exports. A detailed statistical analysis showing our exports trends, competitors, unit value of ours and competitors exports, duty structure etc is given below:

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| **Turkish Global Imports under HS Chapter 95** |
| **HS Chapter: 95** Toys, games and sports requisites; parts and accessories thereof |

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| Unit : US Dollar thousand |

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| **Exporters** | **Imported value in 2013** | **Imported value in 2014** | **Imported value in 2015** | **Imported value in 2016** | **Imported value in 2017** |
| **World**  | **693,095** | **730,759** | **588,284** | **608,844** | **609,042** |
| China  | 495,246 | 563,550 | 459,966 | 501,524 | 502,459 |
| Italy  | 80,677 | 21,901 | 27,762 | 19,737 | 17,336 |
| United States of America  | 11,356 | 15,334 | 12,853 | 9,582 | 9,838 |
| Viet Nam  | 3,310 | 4,449 | 5,158 | 7,705 | 8,765 |
| Taipei, Chinese  | 12,431 | 14,489 | 8,473 | 7,317 | 7,820 |
| Germany  | 20,079 | 8,378 | 8,144 | 7,342 | 7,615 |
| Indonesia  | 3,354 | 3,584 | 4,128 | 3,380 | 6,103 |
| Czech Republic  | 2,587 | 2,075 | 3,896 | 5,973 | 4,972 |
| Hungary  | 3,121 | 5,515 | 5,723 | 4,063 | 4,239 |
| Malaysia  | 2,191 | 4,321 | 3,168 | 3,187 | 3,730 |
| Thailand  | 4,483 | 4,104 | 4,255 | 4,267 | 3,730 |
| **Pakistan**  | **5,108** | **5,849** | **3,474** | **3,754** | **3,470** |
| Japan  | 1,448 | 6,933 | 2,091 | 2,373 | 2,491 |
| Korea, Republic of  | 1,333 | 1,444 | 1,776 | 1,431 | 2,293 |
| Slovakia  | 7,156 | 2,715 | 6,999 | 1,640 | 2,249 |
| Spain  | 3,918 | 2,726 | 2,246 | 1,930 | 2,226 |
| Mexico  | 1,858 | 1,844 | 1,245 | 1,427 | 2,163 |
| Poland  | 3,706 | 2,651 | 2,056 | 2,146 | 1,640 |
| Ireland  | 2,328 | 1,981 | 1,417 | 1,408 | 1,632 |
| United Kingdom  | 4,340 | 1,563 | 2,252 | 1,870 | 1,626 |
| Denmark  | 2,572 | 3,028 | 2,587 | 1,953 | 1,565 |
| France  | 2,778 | 1,653 | 3,938 | 2,058 | 1,543 |
| Netherlands  | 3,335 | 1,378 | 1,440 | 766 | 1,236 |
| India  | 1,152 | 1,161 | 1,214 | 2,441 | 1,111 |

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| **Sports products imported by Turkey**  |
| **Detailed products in the HS Chapter 95**: Toys, games and sports requisites; parts and accessories thereof |

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| Unit : US Dollar thousand |

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| **HS Code** | **HS Code at 4 digits** | **Imported value in 2013** | **Imported value in 2014** | **Imported value in 2015** | **Imported value in 2016** | **Imported value in 2017** |
| 9503  | Tricycles, scooters, pedal cars and similar wheeled toys; dolls' carriages; dolls; other toys; **. . .** | 373,989 | 382,692 | 340,087 | 409,961 | 392,082 |
| 9506  | Articles and equipment for general physical exercise, gymnastics, athletics, other sports, **. . .** | 149,153 | 152,682 | 112,442 | 106,938 | 113,241 |
| 9504  | Video game consoles and machines, articles for funfair, table or parlour games, incl. pintables, **. . .** | 32,581 | 50,864 | 50,750 | 42,633 | 51,286 |
| 9505  | Festival, carnival or other entertainment articles, incl. conjuring tricks and novelty jokes, **. . .** | 25,342 | 28,376 | 32,203 | 21,161 | 24,524 |
| 9507  | Fishing rods, fish-hooks and other line fishing tackle n.e.s; fish landing nets, butterfly **. . .** | 14,896 | 17,992 | 18,254 | 16,523 | 17,324 |
| 9508  | Roundabouts, swings, shooting galleries and other fairground amusements; travelling circuses **. . .** | 97,133 | 98,153 | 34,548 | 11,629 | 10,584 |

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| **Bilateral trade between Turkey and Pakistan**  |
| **HS Chapter: 95** Toys, games and sports requisites; parts and accessories thereof |

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| **HS code** | **Product label** | **Turkey's imports from Pakistan** | **Turkey's imports from world** |
| **Value in 2015** | **Value in 2016** | **Value in 2017** | **Value in 2015** | **Value in 2016** | **Value in 2017** |
| **9506**  | **Articles and equipment for general physical exercise, gymnastics, athletics, other sports, . . .** | **3,436** | **3,745** | **3,467** | **112,442** | **106,938** | **113,241** |
| 9504  | Video game consoles and machines, articles for funfair, table or parlour games, incl. pintables, **. . .** | 14 | 3 | 3 | 50,750 | 42,633 | 51,286 |
| 9508  | Roundabouts, swings, shooting galleries and other fairground amusements; travelling circuses **. . .** | 0 | 0 | 0 | 34,548 | 11,629 | 10,584 |
| 9503  | Tricycles, scooters, pedal cars and similar wheeled toys; dolls' carriages; dolls; other toys; **. . .** | 24 | 6 | 0 | 340,087 | 409,961 | 392,082 |
| 9505  | Festival, carnival or other entertainment articles, incl. conjuring tricks and novelty jokes, **. . .** | 0 | 0 | 0 | 32,203 | 21,161 | 24,524 |
| 9507  | Fishing rods, fish-hooks and other line fishing tackle n.e.s; fish landing nets, butterfly **. . .** | 0 | 0 | 0 | 18,254 | 16,523 | 17,324 |

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| **List of Exporting Countries to Turkey**  |
| **At HS:** **9506** Articles and equipment for general physical exercise, gymnastics, athletics, other sports, |

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| **Exporters** | **Imported value in 2013** | **Imported value in 2014** | **Imported value in 2015** | **Imported value in 2016** | **Imported value in 2017** |
| **World**  | **149,153** | **152,682** | **112,442** | **106,938** | **113,241** |
| China  | 91,203 | 91,720 | 69,313 | 63,570 | 69,865 |
| United States of America  | 7,662 | 12,014 | 8,072 | 7,079 | 7,125 |
| Italy  | 7,314 | 7,952 | 5,286 | 6,129 | 6,587 |
| Taipei, Chinese  | 10,790 | 12,200 | 7,192 | 6,449 | 6,568 |
| **Pakistan**  | **5,105** | **5,844** | **3,436** | **3,745** | **3,467** |
| Hungary  | 2,106 | 3,608 | 3,190 | 2,876 | 2,787 |
| Thailand  | 2,644 | 2,609 | 2,223 | 2,094 | 2,376 |
| Germany  | 5,689 | 3,501 | 2,212 | 3,435 | 2,371 |
| Slovakia  | 1,222 | 1,671 | 1,518 | 1,528 | 1,788 |
| Viet Nam  | 731 | 1,133 | 1,031 | 1,365 | 1,171 |
| France  | 1,927 | 1,069 | 1,296 | 1,173 | 950 |
| Netherlands  | 480 | 975 | 280 | 520 | 804 |
| Czech Republic  | 1,332 | 828 | 629 | 536 | 634 |
| Spain  | 1,225 | 563 | 633 | 565 | 617 |
| Sweden  | 157 | 405 | 332 | 234 | 568 |
| Poland  | 323 | 135 | 310 | 281 | 559 |
| United Kingdom  | 908 | 571 | 278 | 463 | 481 |
| India  | 839 | 712 | 490 | 547 | 455 |

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| **Sports Goods Trade between Turkey and Pakistan**  |
| **At 6 digits HS: 95** Toys, games and sports requisites; parts and accessories thereof |

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| **HS code** | **Product label** | **Turkey's imports from Pakistan** | **Turkey's imports from world** |
| **Value in 2015** | **Value in 2016** | **Value in 2017** | **Value in 2015** | **Value in 2016** | **Value in 2017** |
| **950662**  | **Inflatable balls** | **3,058** | **3,280** | **3,089** | **15,269** | **17,693** | **15,859** |
| 950699  | Articles and equipment for sport and outdoor games n.e.s; swimming and paddling pools | 301 | 315 | 242 | 16,927 | 17,125 | 18,247 |
| 950691  | Articles and equipment for general physical exercise, gymnastics or athletics | 33 | 89 | 53 | 54,873 | 52,665 | 57,612 |
| 950669  | Balls (excluding inflatable, tennis balls, golf balls, and table-tennis balls) | 38 | 25 | 36 | 875 | 1,013 | 1,022 |
| 950661  | Tennis balls (excluding table tennis balls) | 0 | 7 | 29 | 1,267 | 914 | 930 |
| 950631  | Golf clubs, complete | 6 | 28 | 18 | 418 | 173 | 294 |
| 950490  | Tables for casino games, automatic bowling alley equipment, and other funfair, table or parlour **. . .** | 14 | 3 | 3 | 8,299 | 7,441 | 8,690 |
| 950619  | Ski equipment for winter sports (other than skis and ski-fastenings [ski-bindings]) | 0 | 0 | 0 | 271 | 305 | 267 |
| 950639  | Golf equipment (excluding balls and complete clubs) | 0 | 1 | 0 | 229 | 98 | 74 |
| 950450  | Video game consoles and machines (excluding operated by any means of payment) | 0 | 0 | 0 | 31,779 | 27,498 | 36,174 |
| 950629  | Water-skis, surfboards and other water-sport equipment (other than sailboards) | 0 | 0 | 0 | 3,617 | 3,585 | 5,186 |
| 950640  | Articles and equipment for table-tennis | 0 | 0 | 0 | 3,065 | 2,449 | 2,668 |
| 950651  | Tennis rackets, whether or not strung (excluding table-tennis bats) | 0 | 0 | 0 | 2,496 | 2,015 | 2,337 |
| 950300  | Tricycles, scooters, pedal cars and similar wheeled toys; dolls' carriages; dolls; other toys; **. . .** | 24 | 6 | 0 | 340,087 | 409,961 | 392,082 |
| 950430  | Games with screens, flipper and other games, operated by coins, banknotes, bank cards, tokens **. . .** | 0 | 0 | 0 | 7,334 | 5,381 | 4,850 |
| 950611  | Skis, for winter sports | 0 | 0 | 0 | 1,262 | 1,465 | 1,235 |
| 950670  | Ice skates and roller skates, incl. skating boots with skates or rollers attached | 0 | 0 | 0 | 10,145 | 5,630 | 5,726 |
| 950710  | Fishing rods | 0 | 0 | 0 | 6,150 | 4,624 | 4,675 |
| 950440  | Playing cards | 0 | 0 | 0 | 3,147 | 1,992 | 1,399 |
| 950590  | Festival, carnival or other entertainment articles, incl. conjuring tricks and novelty jokes, **. . .** | 0 | 0 | 0 | 16,105 | 9,946 | 10,652 |
| 950621  | Sailboards | 0 | 0 | 0 | 428 | 390 | 438 |
| 950420  | Billiards of all kinds and accessories | 0 | 0 | 0 | 192 | 320 | 173 |
| 950730  | Fishing reels | 0 | 0 | 0 | 4,918 | 4,252 | 5,158 |
| 950890  | Roundabouts, swings, shooting galleries and other fairground amusements; travelling theatres **. . .** | 0 | 0 | 0 | 34,548 | 11,628 | 10,584 |
| 950510  | Christmas articles (excluding candles and electric lighting sets, natural Christmas trees and **. . .** | 0 | 0 | 0 | 16,099 | 11,215 | 13,871 |
| 950632  | Golf balls | 0 | 0 | 0 | 258 | 242 | 157 |
| 950659  | Badminton and similar rackets, whether or not strung (other than tennis rackets and table-tennis **. . .** | 0 | 0 | 0 | 596 | 647 | 729 |
| 950720  | Fish-hooks, whether or not snelled | 0 | 0 | 0 | 2,158 | 2,156 | 2,326 |
| 950790  | Line fishing tackle n.e.s; fish landing nets, butterfly nets and similar nets; decoys and similar **. . .** | 0 | 0 | 0 | 5,029 | 5,491 | 5,165 |
| 950612  | Ski bindings | 0 | 0 | 0 | 446 | 529 | 460 |

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| **List of Top 10 Exporters to Turkey**  |
| **For HS: 950662 Inflatable balls** |

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| Unit : US Dollar thousand |

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| **Exporters** | **Imported value in 2013** | **Imported value in 2014** | **Imported value in 2015** | **Imported value in 2016** | **Imported value in 2017** |
| **World**  | **26,964** | **22,019** | **15,269** | **17,693** | **15,859** |
| China  | 19,871 | 13,334 | 9,210 | 10,994 | 9,607 |
| **Pakistan**  | **4,394** | **5,482** | **3,058** | **3,280** | **3,089** |
| Thailand  | 1,413 | 1,379 | 1,130 | 1,249 | 1,339 |
| Viet Nam  | 505 | 876 | 809 | 1,127 | 1,013 |
| India  | 61 | 256 | 309 | 372 | 310 |
| Spain  | 341 | 158 | 388 | 142 | 144 |
| Indonesia  | 154 | 191 | 85 | 121 | 73 |
| Macedonia, The Former Yugoslav Republic of  | 76 | 0 | 71 | 121 | 73 |
| Greece  | 0 | 0 | 0 | 75 | 63 |
| Italy  | 19 | 102 | 56 | 69 | 40 |

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| **Exporters** | **2013** | **2014** | **2015** | **2016** | **2017** | **Imported value in 2017, US Dollar thousand** | **Imported quantity in 2017, Tons** |
| **Imported unit value, US Dollar/Tons** | **Imported unit value, US Dollar/Tons** | **Imported unit value, US Dollar/Tons** | **Imported unit value, US Dollar/Tons** | **Imported unit value, US Dollar/Tons** |
| **World**  | **3,373** | **3,677** | **3,168** | **2,661** | **3,565** | **15,859** | **4,448** |
| China  | 2,691 | 2,501 | 2,185 | 1,809 | 2,448 | 9,607 | 3,925 |
| **Pakistan**  | **11,686** | **14,165** | **10,618** | **12,239** | **11,835** | **3,089** | **261** |
| Thailand  | 15,194 | 15,670 | 14,487 | 16,013 | 15,391 | 1,339 | 87 |
| Viet Nam  | 14,853 | 12,000 | 12,641 | 11,384 | 13,507 | 1,013 | 75 |
| India  | 7,625 | 9,481 | 8,351 | 7,294 | 7,949 | 310 | 39 |
| Spain  | 6,820 | 7,524 | 7,055 | 7,474 | 6,545 | 144 | 22 |
| Indonesia  | 7,700 | 9,095 | 12,143 | 11,000 | 14,600 | 73 | 5 |
| Macedonia, The Former Yugoslav Republic of  | 6,333 |  | 5,462 | 6,722 | 4,294 | 73 | 17 |
| Greece  |  |  |  | 7,500 | 7,000 | 63 | 9 |
| Italy  | 19,000 | 17,000 | 11,200 | 23,000 | 10,000 | 40 | 4 |

**Duty Rates**

Import Regime for the year **2018**

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| **HS Code** | **Product Description** | **Measure** | **VAT(%)** | **SCT** | **Duty Rates (%)** |
| **EU,EFTA,IL,MK,HR,B-HERZ.,MA,W.B.G.S,TN,EG,GE,AL,JO,CL,RS,ME,KOS, MAURITUS, MLDV, FAROE** | **SOUTHKOREA** | **MYS** | **SNGPR** | **GSP COUNTRIES** | **Other Count.** |
| [**LeastDev.Count.**](http://www.tariff-tr.com/MkGtip/UlkeGrubu.aspx?grup=EAGU&trh=20180806) | [**Dev.Count.**](http://www.tariff-tr.com/MkGtip/UlkeGrubu.aspx?grup=GYU&trh=20180806) |
|  | **9506.62.00.00.00** | **Inflatable** | - | 18 | - | 0 | 0 | 0 | 0 | 0 | **0** | 2.7 |

Pakistan being the beneficiary of Turkish GSP enjoys 0% import duty on the mentioned item.

**Required Documents**

1. Invoice
2. Value declaration form
3. Form A Certificate of Origin
4. Exporter’s Declaration

**This HS Code (9506) is covered under Ministry of Commerce SRO 711(I)/2018 DLTL for 3% drawback rate for exports to Turkey.**