

# Alpha Group in Toys and Games (China)

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## Abstracts

Alpha Group will continue to position itself in the pan-entertainment industry by launching licensed products. In addition, the company will also continue to launch cartoons, comics, series and movies to meet the entertainment preferences of consumers from various demographic backgrounds.

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**Product coverage:** Traditional Toys and Games, Video Games.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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