

# Blue Box International Ltd in Toys and Games (Hong Kong, China)

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## Abstracts

Blue Box will continue to strengthen and consolidate its core toys business in infant (19-36 months), pre-school (3-4 year-old), girls, boys, electronic toys and collectibles in the forecast period.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**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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Get a detailed picture of the Toys and Games market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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