

Business Dynamics in Latin America

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Date: August 2018

Pages: 49

Price: US\$ 1,325.00 (Single User License)

ID: BB066A31866EN

Abstracts

Emerging Asia Pacific saw the highest growth of licensed toys with a 12% increase in 2017. The growth comes as major global brands continue to reach new parts of the region due to the rapid proliferation of smartphones. At the same time, however, local licenses continue to see higher investment and toy demand, creating a greater atmosphere of competition that is only likely to grow through to 2022.

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