

El Mundo del Juguete SA in Toys and Games (Argentina)

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Date: September 2014 Pages: 2 Price: US\$ 150.00 (Single User License) ID: E5B00CE4FA8EN

Abstracts

The company is expected to continue its strategy of retailing licensed toys to capture demand, mostly in partnership with the manufacturer Ditoys SA. However, it may lose ground in the forecast period as imports of leading international brands will continue to fall and local manufacturers will find better alternative channels to reach a wider audience.

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