

# Genius Toy Taiwan Co Ltd in Toys and Games (Taiwan)

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## Abstracts

Genius has carved out a distinctive brand with a focus on developmental aspects for children. This niche area is expected to be less affected by the declining birth rate in Taiwan. Furthermore this area has a wider target segment compared to basic toys. Although the company is unlikely to grow enormously, it will more than likely remain strong in this area. As a niche product, premium brand Genius is unlikely to face much competition.

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