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Gree Electronic Appliance Inc of Zhuhai in Toys and Games (Japan)

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Abstracts

GREE is one of the leading players within the Japanese mobile gaming industry. Euromonitor International research does not cover free-to-play gaming, where the company is strong. Therefore, in this report, GREE's sales/revenues do not contribute to video games sales or shares, as well as to the section in this report on the competitive landscape of video games in Japan. The company is looking into increasing the number of registered members on its social network platform, which stood at 30...

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Contents

Strategic Direction
Key Facts
Summary 1 GREE Inc: Key Facts
Summary 2 GREE Inc: Operational Indicators
Company Background
Production
Competitive Positioning

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