

Hasbro UK Ltd in Toys and Games (United Kingdom)

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Date: June 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: H5A4D905B02EN

Abstracts

Over the forecast period, Hasbro is expected to develop existing successful toy licences. In 2016, it took over the Disney Princesses licence from Mattel UK Ltd, which the company is expected to expand in the forecast period. In addition, Hasbro plans to revive its G. I. Joe franchise although in a different way from before. Furthermore, the company will aim to reach consumers beyond traditional toys and games in other areas of their lives. This will ultimately also benefit its toy business.

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