

Hot Toys Ltd in Toys and Games (Hong Kong, China)

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Abstracts

Over the forecast period Hot Toys Ltd is expected to increase its licencing portfolios in order to cement its place in the high-end collectible toys segment. The toy maker is expected to continue specialising in 1/6th scale collectible figures from popular movies, video games, comics as well as world renowned celebrities in order to tap into the potential of the growing kidult segment in Hong Kong.

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