

IMC Toys SA in Toys and Games (Spain)

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Abstracts

IMC believes in complementing traditional toys with new technologies. So according to Albert Ventura, CEO of IMC Toys “tradition and new technologies should complement each other: There will always be action figures related to films or famous characters from TV series, and at the same time, we will also find innovation in the industry, and thanks to technology we will be able to offer toys at reasonable prices”.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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