

# King Jouet in Toys and Games (France)

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## Abstracts

The company aims to become the premier cross-channel distributor of traditional toys and games in France and plans to increase investment in in-store service and marketing/communication incentives so as to expand its presence and nationwide distribution reach over the forecast period.

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**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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