

# LEGO Australia Ltd in Toys and Games (Australia)

https://marketpublishers.com/r/L6FA3FE51A2EN.html

Date: July 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: L6FA3FE51A2EN

### **Abstracts**

Lego Australia is keen to build on the success it enjoyed in 2014 and hopes to continue to grow moderately ahead of the toy market in Australia. This is likely to be achievable via the company's continued focus on innovation and continuously introducing new popular themes.LEGO Australia Pty Ltd registered strong growth in 2014 thanks largely to the success of the LEGO Movie. This was further strengthened by the resurgence of construction toys fuelled by the simple yet interactive nature of the...

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.

#### Why buy this report?

Get a detailed picture of the Toys and Games market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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



Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



## **Contents**

Strategic Direction and Background
Key Facts
Summary 1 LEGO Australia Pty Ltd: Key Facts
Competitive Positioning
Summary 2 LEGO Australia Pty Ltd: Competitive Position 2014



#### I would like to order

Product name: LEGO Australia Ltd in Toys and Games (Australia)

Product link: <a href="https://marketpublishers.com/r/L6FA3FE51A2EN.html">https://marketpublishers.com/r/L6FA3FE51A2EN.html</a>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

### **Payment**

First name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/L6FA3FE51A2EN.html">https://marketpublishers.com/r/L6FA3FE51A2EN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

Last name:		
Email:		
Company:		
Address:		
City:		
Zip code:		
Country:		
Tel:		
Fax:		
Your message:		
	**All fields are required	
	Custumer signature	

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970