

# LEGO GmbH in Toys and Games (Germany)

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## Abstracts

LEGO GmbH will focus on retaining its strong position in the German toys and games market through constant product innovation, which will include not only products aimed at children but also adults, such as construction sets for the assembly of miniature classic cars.

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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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