

LEGO Nederland BV in Toys and Games (Netherlands)

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Abstracts

Over the forecast period, it is expected that LEGO will attempt to shore up its dominant position in the construction category by investing in new product development and launching more segmented product lines aimed at children of different age groups and both genders. The company is particularly confident about the prospects for products incorporating electronic or digital devices that allow them to be connected with computers, tablets or smartphones. Licensing will also be a focal point for th...

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