

# Margarete Steiff GmbH in Toys and Games (Germany)

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## Abstracts

Margarete Steiff GmbH is a traditional German family-run manufacturer and designer of plush toys. The Steiff brand is well-known and popular among both children and collectors. The company sells mostly handmade plush toys and thus operates in a niche category. It is expected to further focus on plush toys at the premium end of the market in order to differentiate from other brands.

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