

Mattel AG in Toys and Games (Switzerland)

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Abstracts

Mattel aims to strengthen its competitive position in traditional toys and games over the forecast period, mainly by developing new products and improving distribution and promotion of its established brands. It is also expected to focus on the development of new licensed products based on popular films and cartoons, especially in categories such as action figures and accessories and dolls and accessories.

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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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