

Mattel Argentina SA in Toys and Games (Argentina)

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Abstracts

The local economic context remains the main barrier to growth for the company and Mattel will continue to strengthen its licensing activity in the country to counterbalance lost revenues caused by import restrictions. As a large share of Mattel products are imported by hypermarkets and supermarkets, the recent implementation of import caps on these retailers will likely further affect the company's revenues. Mattel Argentina is the local subsidiary of Mattel and has been present in Argentina...

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