

Mattel do Brasil Ltda in Toys and Games (Brazil)

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Abstracts

Mattel will continue to focus on its leading categories of traditional toys and games, especially dolls and accessories, action figures and accessories and model vehicles with its Barbie, Monster High, Max Steel and Hot Wheels brands, besides maintaining healthy and steady growth in more inelastic categories in which the Fisher-Price brand is englobed. Mattel is facing a difficult scenario in Brazil due to the local economic situation and internal issues in the company. Nevertheless, the group...

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