

Mattel España SA in Toys and Games (Spain)

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Abstracts

As is the case with other key players in the Spanish market, Mattel will focus on innovation over the forecast period. With the acquisition of MegaBrands at a global level, it is expected that the company will support the performance of construction toys with new launches. Also over the forecast period it is expected that the company will support its new range of dolls and accessories, Ever After High.

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