

# Mattel Europa Netherlands BV in Toys and Games (Netherlands)

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### **Abstracts**

The company faces greater competition and challenges and is committed to defend its position in toys and games in the Netherlands with greater investment in new product development and advertising. Mattel is set to consolidate in product categories where it already holds a strong position, such as dolls and accessories or model vehicles.

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## **Contents**

Strategic Direction and Background

Key Facts

Summary 1 Mattel Europa Netherlands BV: Key Facts

**Competitive Positioning** 

Summary 2 Mattel Europa Netherlands BV: Competitive Position 2014



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