

Mattel Inc in Toys and Games (USA)

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Abstracts

Whilst dolls are still a significant area for the Mattel, the company is also investing in new areas of traditional toys. The company recently entered outdoor toys with the launch of BoomCo and has entered arts and crafts and construction toys with the acquisition of Mega Brands. In addition to this the company has recently announced it will be expanding its presence in action figures with DC Super Hero Girls, a line of action figures that will be aimed at girls.

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