

Mattel México SA de CV in Toys and Games (Mexico)

<https://marketpublishers.com/r/M6605A2F1F1EN.html>

Date: November 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M6605A2F1F1EN

Abstracts

Although 2014 was a difficult year for Mattel, it remained the leading toy manufacturer in Mexico. Mattel México will continue to focus on traditional toys and games, particularly dolls and accessories, action figures and accessories, model vehicles and baby, infant and pre-school toys via its Monster High, Max Steel, Hot Wheels and Fisher-Price brands.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Toys and Games market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Mattel México SA de CV: Key Facts

Competitive Positioning

Summary 2 Mattel México SA de CV: Competitive Position 2014

I would like to order

Product name: Mattel México SA de CV in Toys and Games (Mexico)

Product link: <https://marketpublishers.com/r/M6605A2F1F1EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M6605A2F1F1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970