

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

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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.

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Product coverage: Traditional Toys and Games, Video Games.

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

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