

Mattel UK Ltd in Toys and Games (United Kingdom)

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Abstracts

Mattel should build on its strong brand presence in dolls and accessories. Whilst Barbie sales appear to be dropping worldwide, the UK is a highly promising market for this and other leading Mattel brands, such as Monster High, and the dolls and accessories category is expected to grow very strongly over the forecast period. As far as the UK is concerned, therefore, the company's strategy should be 'more of the same', and it should look to build upon its already leading share in dolls and...

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