

# Mega Brands Australia in Toys and Games (Australia)

<https://marketpublishers.com/r/M98B16EAC10EN.html>

Date: January 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M98B16EAC10EN

## Abstracts

Mega Brands Australia's strategy involves actively innovating and focusing on new product developments, in order to drive interest and value growth in its toys and games offerings. The company invests 3-4% of annual sales in new product designs, engineering and development. Licensed products form a key part of the company's portfolio, featuring toys from Thomas & Friends and Hello Kitty. Growing licensed products in its portfolio is an integral part of its strategy.

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 Mega Brands Australia: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Mega Brands Australia: Competitive Position 2012

## I would like to order

Product name: Mega Brands Australia in Toys and Games (Australia)

Product link: <https://marketpublishers.com/r/M98B16EAC10EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M98B16EAC10EN.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