

Nintendo Co Ltd in Toys and Games (Japan)

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Abstracts

Nintendo Co Ltd remained the leading company in toys and games in Japan in 2013 and the Japan-based global multinational aims to maintain its leading position in the industry throughout the forecast period. However, the underperformance of the company's Wii U console has had a negative effect on the company's core business and in response the company is set to launch more Wii U software during the forecast period.

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