

# Play Imaginative Pte Ltd in Toys and Games (Singapore)

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Date: October 2015

Pages: 28

Price: US\$ 150.00 (Single User License)

ID: P4620801E9EEN

## Abstracts

Play Imaginative is a producer and manufacturer of action figures and accessories. The company aims to be a leading player in figurine collectibles, ranging from licensed toys to original figures. Besides a target audience of corporate clients, it is also a mass-market retailer.

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

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