

Robinsons Retail Group in Toys and Games (Philippines)

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Date: August 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: R8F67F32949EN

Abstracts

Robinsons Retail Group is expected to open more Toys “R” Us stores to cater to the Philippines’ growing middle class. Expansion is targeted in cities outside of Metro Manila as development is spurred in these areas. Toys “R” Us is expected to continue offering a wide selection of toys across different price points to cater to low-income and high-income consumers. Sales of its private label products are likely to grow during the forecast period as these toys are marketed as being affordable...

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