

Smyk Rus OOO in Toys and Games (Russia)

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Abstracts

Smyk Rus is expected to expand cautiously in Russia in the forecast period. The company is likely to focus new stores openings on major cities, while ongoing economic uncertainty in the country is expected to result in fairly slow expansion. The company is however likely to continue to benefit from offering large stores and a wide product range, including numerous licenced products, and could thus continue to gain share in traditional toys and games stores in the forecast period.

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