

# Takara Tomy Co Ltd in Toys and Games (World)

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Date: January 2015

Pages: 33

Price: US\$ 572.00 (Single User License)

ID: T184C292D5DEN

## Abstracts

Japan's largest traditional toys and games manufacturer, Takara Tomy, is responding to an extremely challenging domestic environment. This profile analyses the company's work to strengthen its core domestic operations, examines its strategic shift from products to brands, and considers the efforts it is making to expand its international presence.

Euromonitor International's Takara Tomy Co Ltd in Toys and Games (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Toys and Games industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**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.

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