

# Toy Shop (Pty) Ltd, The in Toys and Games (South Africa)

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## Abstracts

The Toy Shop is expected to continue to enjoy strong customer loyalty among mid- to high-income South Africans during the forecast period. The chain will continue to benefit from its focus on providing children's development toys and on smaller European brands. However, during the forecast period it appears inevitable that The Toy Shop will lose value share to leading market participants such as Reggies and Toys R Us. Redwoods, which owns these chains, acquired new owners at the end of 2012,...

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