

# Toys 'R' Us AG in Toys and Games (Switzerland)

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## Abstracts

Toys “R” Us will strive to strengthen its outstanding position in traditional toys and games in Switzerland. As such, the company is likely to further expand its number of outlets over the forecast period. In addition, to attract more consumers and to make shopping at Toys “R” Us a pleasant experience, customer service will most certainly remain a focus area. Due to the popularity of internet retailing, the company is set to continue developing its online presence.

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**Product coverage:** Traditional Toys and Games, Video Games.

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

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