

Toys 'R' Us Iberia SA in Toys and Games (Spain)

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Abstracts

Toys "R" Us is the first toy store chain in the world. The company continues investing in growth and opening new stores. In 2013, Toys 'R' us wants to open five small stores and a big one in Andalusia. It will also continue to boost its online store and pop-up stores system to reinforce its Christmas campaign.

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Contents

Headlines

Trends

Airlines

Competitive Landscape

Prospects

Category Data

Table 1 Transportation Sales by Category: Value 2007-2012

Table 2 Transportation Sales by Channel: Value 2007-2012

Table 3 Airline Capacity 2007-2012

Table 4 Air by Category: Passengers Carried 2007-2012

Table 5 Airline Passengers Carried by Distance 2007-2012

Table 6 Airline National Brand Owner Market Shares 2008-2012

Table 7 Airline Brands by Key Performance Indicators 2012

Table 8 Forecast Transportation Sales by Category: Value 2012-2017

Table 9 Forecast Transportation Sales by Channel: Value 2012-2017

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