

# Toys 'R' Us (Shanghai) Inc in Toys and Games (China)

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## Abstracts

As the leading chained traditional toys and games retailer in China, Toys “R” Us will further explore consumption power in second and third tier cities through opening more new retail outlets. According to a company source, by the end of 2013, Toys “R” Us had 51 stores in China, while that number had risen to 75 by the end of 2014. The company has plans to open an additional 25 stores in 2015, to bring its outlet total to 100.

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