

# Toys "R" Us (UK) Ltd in Toys and Games (United Kingdom)

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## Abstracts

The retailer is expected to increase its presence within internet retailing, given the negative development within traditional toys and games stores that saw a continuous decline in sales during the review period. Having to deal with strong competition from other channels, primarily internet retailing, but also from department stores and hypermarkets that allow parents to combine their shopping trips, the retailer is set to increase its efforts to offer a unique in-store experience to its custom...

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