

Toys "R" Us Inc in Retailing (World)

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Date: September 2014

Pages: 26

Price: US\$ 572.00 (Single User License)

ID: TEB0CA0FDC0EN

Abstracts

Toys 'R' Us has experienced declining sales despite its being the only truly global toy store chain and a strong brand name. It has suffered from declining demand in most mature markets as population ages and birth rate fall. Furthermore, new competition has arisen with pure players and grocery retailers expanding their range of toys and baby products. The retailer has reacted slowly to this changing environment but is making progress towards becoming an omnichannel player.

Euromonitor International's Toys 'R' Us Inc in Retailing (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Non-Store Retailing, Store-based Retailing.

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

Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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