

Trefl SA in Toys and Games (Poland)

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Abstracts

Trefl is expected to continue to focus on offering licensed products and will thus seek to obtain more licensing agreements with entertainment giants such as Warner Bros, Mattel and Cartoon Network in the forecast period. Licensed products for children saw strong sales growth in Poland during the review period and still have a huge potential for future growth. The company is thus likely to launch more licensed products in games and puzzles and other product areas in toys and games.

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