

# Mattel, Inc. - Company Profile and SWOT Analysis

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## Abstracts

Mattel, Inc. Company Profile and SWOT Analysis

### Summary

Mattel, Inc. Company Profile and SWOT Analysis, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### Key Highlights

Mattel, Inc. (Mattel or 'the company') designs, manufactures, markets, and sells toys. The company offers a wide range of youth electronics, educational toys, media-driven products, fashion-related toys, accessories, games and puzzles, and children's publications under Mattel, Barbie, Hot Wheels, Polly Pocket, Girls & Boys, Fisher-Price and American Girl brand names. It markets products through online and retail stores, chain stores, and discount and free-standing toy stores. The company operates its business in Australia, Belgium, China, Colombia, Germany, India, Indonesia, Netherlands, Norway, Taiwan, United Kingdom and United States. Mattel operates across North America, Latin America, Asia Pacific and Europe. The company is headquartered in El Segundo, California, the US.

### Scope

Detailed information on Mattel, Inc. required for business and competitor intelligence needs

A study of the major internal and external factors affecting Mattel, Inc. in the

form of a SWOT analysis

An in-depth view of the business model of Mattel, Inc. including a breakdown and examination of key business segments

Intelligence on Mattel, Inc.'s mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Mattel, Inc., such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

## Reasons to Buy

Gain understanding of Mattel, Inc. and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Mattel, Inc. as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Mattel, Inc.'s business structure, strategy and prospects.

## Contents

- Table of Contents
- Company Snapshot
- Mattel, Inc.: Company Overview
- Mattel, Inc.: Overview and Key Facts
- Mattel, Inc.: Overview
- Mattel, Inc.: Key Facts
- Mattel, Inc.: Key Employees
- Mattel, Inc.: Key Employee Biographies
- Mattel, Inc.: Major Products and Services
- Mattel, Inc.: Company History
- Mattel, Inc.: Management Statement
- Mattel, Inc.: Locations and Subsidiaries
- Mattel, Inc.: Key Competitors
- Mattel, Inc.: Company Analysis
- Mattel, Inc.: Business Description
- Mattel, Inc.: SWOT Analysis
- Mattel, Inc.: SWOT Overview
- Mattel, Inc.: Strengths
- Mattel, Inc.: Weaknesses
- Mattel, Inc.: Opportunities
- Mattel, Inc.: Threats
- Mattel, Inc.: Corporate Financial Deals Activity
- Mattel, Inc.: Financial Deals Overview
- Mattel, Inc.: Targets and Partners
- Mattel, Inc.: Top Deals 2020 - 2024YTD\*
- Mattel, Inc.: Mergers and Acquisitions
- Mattel, Inc.: Corporate Venturing
- Mattel, Inc.: Capital Raising
- Mattel, Inc.: Partnership
- Mattel, Inc.: Divestments
- Mattel, Inc.: Recent Developments
- Mattel, Inc.: News and Events Summary
- Mattel, Inc.: Business Expansion
- Mattel, Inc.: Contracts
- Mattel, Inc.: Corporate Governance
- Mattel, Inc.: Financial Deals
- Mattel, Inc.: Financial Performance

Mattel, Inc.: Regulatory and Legal Events

Mattel, Inc.: Strategy and Operations

Appendix

Contact Us

Methodology

About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Mattel, Inc.: Key Facts
- Table 2: Mattel, Inc.: Key Employees
- Table 3: Mattel, Inc.: Company History
- Table 4: Mattel, Inc.: Locations and Subsidiaries
- Table 5: Mattel, Inc.: Key Competitors
- Table 6: Mattel, Inc.: Deal Activity by Deal Type - Volume (2020 - YTD\*2024)
- Table 7: Mattel, Inc.: Targets and Partners
- Table 8: Mattel, Inc.: Top Deals 2020 - 2024YTD\*
- Table 9: Mattel, Inc.: M&A Volume and Value Trend (2020 - YTD\*2024)
- Table 10: Mattel, Inc.: M&A Activity by Geography (2020 - YTD\*2024)
- Table 11: Mattel, Inc.: Corporate Venturing Volume and Value Trend (2020 - YTD\*2024)
- Table 12: Mattel, Inc.: Corporate Venturing by Geography (2020 - YTD\*2024)
- Table 13: Mattel, Inc.: Capital Raising Volume and Value Trend (2020 - YTD\*2024)
- Table 14: Mattel, Inc.: Capital Raising by Deal Type (2020 - YTD\*2024)
- Table 15: Mattel, Inc.: Partnership Volume and Value Trend (2020 - YTD\*2024)
- Table 16: Mattel, Inc.: Partnership Trend by Deal Type (2020 - YTD\*2024)
- Table 17: Mattel, Inc.: Divestments Volume and Value Trend (2020 - YTD\*2024)
- Table 18: Mattel, Inc.: News and Events Summary
- Table 19: Mattel, Inc.: Business Expansion
- Table 20: Mattel, Inc.: Contracts
- Table 21: Mattel, Inc.: Corporate Governance
- Table 22: Mattel, Inc.: Financial Deals
- Table 23: Mattel, Inc.: Financial Performance
- Table 24: Mattel, Inc.: Regulatory and Legal Events
- Table 25: Mattel, Inc.: Strategy and Operations

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