



Euromonitor
International

Mattel Inc in Toys and Games

August 2024

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Disney Princess and Frozen help boost the Mattel performance in 2023

STATE OF PLAY

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North America accounts for more than half of Mattel's global sales

Disney Princess and Frozen boost dolls and accessories' share of Mattel's sales

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Mattel's biggest share is in model vehicles, but its greatest sales are in dolls and accessories

Mattel leads model vehicles in more than 20 countries

Barbie, Hot Wheels, Fisher-Price lead their categories in a number of countries

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Barbie movie and return of Disney Princess and Frozen licences boost growth

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