



Gustavson
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Toys and Games - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
Lego	7	92	3	19	2
Croyola	19	123	30	92	22
Fisher Price	28	139	46	34	35
Nintendo	167	301	61	189	106
Mattel (Barbie)	226	358	200	248	212
Playstation	226	365	61	218	149
X-box	261	321	94	189	239
Hasbro	303	321	236	341	212
EA Games	342	321	295	358	316