

Toys and Games in Switzerland

<https://marketpublishers.com/r/TD192FF47D7EN.html>

Date: January 2024

Pages: 29

Price: US\$ 2,100.00 (Single User License)

ID: TD192FF47D7EN

Abstracts

In 2022, retail value growth of the overall toys and games industry slowed considerably in Switzerland, chiefly due to a decline in sales of traditional toys and games. However, this decline was the consequence of significant growth noted during 2020 and 2021, driven by the outbreak of COVID-19 and heightening time spent within the household. Following these surges in sales, normalisation in the country led to a decline in growth for 2022.

Euromonitor International's Toys and Games in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Traditional Toys and Games, Video Games.

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

Why buy this report?

Get a detailed picture of the Toys and Games 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
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