

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.

Contents

Toys and Games in Switzerland
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

TOYS AND GAMES IN SWITZERLAND

EXECUTIVE SUMMARY

Toys and games in 2022: The big picture

2022 KEY TRENDS

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 1 Sales of Toys and Games by Category: Value 2017-2022

Table 2 Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Toys and Games: % Value 2018-2022

Table 4 LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 5 Distribution of Toys and Games by Format: % Value 2017-2022

Table 6 Forecast Sales of Toys and Games by Category: Value 2022-2027

Table 7 Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

TRADITIONAL TOYS AND GAMES IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retail value sales decline following an uplift during COVID-19

Sustainability shapes product development in traditional toys and games

Traditional toys and games retailers embrace an omnichannel approach

PROSPECTS AND OPPORTUNITIES

The resurgence of nostalgic themes and the kidult market

Embracing sustainability as demands for eco-friendly material rises

E-commerce retains its lead as retailers implement omnichannel approaches

CATEGORY DATA

Table 8 Sales of Traditional Toys and Games by Category: Value 2017-2022

Table 9 Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022

Table 10 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022

Table 11 NBO Company Shares of Traditional Toys and Games: % Value 2018-2022

Table 12 LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022

Table 13 Distribution of Traditional Toys and Games by Format: % Value 2017-2022

Table 14 Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027

Table 15 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027

Table 16 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

VIDEO GAMES IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Next-generation consoles drive positive growth on the video game landscape

Digital software and in-Game/in-App purchases drive development

E-sports continues to trend, increasingly regarded as a professional sport

PROSPECTS AND OPPORTUNITIES

Continued growth through Cloud and cross-platform gaming

Gaming increasingly appeals to Generation X consumers

Longer life cycles and economic factors slows growth for video games hardware

CATEGORY DATA

Table 17 Sales of Video Games by Category: Value 2017-2022

Table 18 Sales of Video Games by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Video Games: % Value 2018-2022

Table 20 LBN Brand Shares of Video Games: % Value 2019-2022

Table 21 NBO Company Shares of Video Games Hardware: % Value 2018-2022

Table 22 LBN Brand Shares of Video Games Hardware: % Value 2019-2022

Table 23 NBO Company Shares of Video Games Software: % Value 2018-2022

Table 24 Distribution of Video Games by Format: % Value 2017-2022

Table 25 Distribution of Video Games Hardware by Format: % Value 2017-2022

Table 26 Distribution of Video Games Software by Format: % Value 2017-2022

Table 27 Distribution of Video Games Software (Physical) by Format: % Value 2017-2022

Table 28 Distribution of Video Games Software (Digital) by Format: % Value 2017-2022

Table 29 Forecast Sales of Video Games by Category: Value 2022-2027

Table 30 Forecast Sales of Video Games by Category: % Value Growth 2022-2027

I would like to order

Product name: Toys and Games in Switzerland

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

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TD192FF47D7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970