



# Toys and Games in Switzerland

June 2024

Table of Contents

## Toys and Games in Switzerland

### EXECUTIVE SUMMARY

Toys and games in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for toys and games?

### MARKET DATA

Table 1 - Sales of Toys and Games by Category: Value 2018-2023

Table 2 - Sales of Toys and Games by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Toys and Games: % Value 2019-2023

Table 4 - LBN Brand Shares of Toys and Games: % Value 2020-2023

Table 5 - Distribution of Toys and Games by Format: % Value 2018-2023

Table 6 - Forecast Sales of Toys and Games by Category: Value 2023-2028

Table 7 - Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Traditional Toys and Games in Switzerland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Technology and nostalgia add dimensions to traditional toys and games

LEGO continues to invest to retain the leadership of traditional toys and games

Return to pre-pandemic lifestyles hampers the demand for traditional toys and games

#### PROSPECTS AND OPPORTUNITIES

Improving economic situation and robust key trends to boost traditional toys and games

Flood of low-quality copies threatens to disrupt the competitive landscape

Games and puzzles to benefit from new product developments

### CATEGORY DATA

Table 8 - Sales of Traditional Toys and Games by Category: Value 2018-2023

Table 9 - Sales of Traditional Toys and Games by Category: % Value Growth 2018-2023

Table 10 - Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2018-2023

Table 11 - NBO Company Shares of Traditional Toys and Games: % Value 2019-2023

Table 12 - LBN Brand Shares of Traditional Toys and Games: % Value 2020-2023

Table 13 - Distribution of Traditional Toys and Games by Format: % Value 2018-2023

Table 14 - Forecast Sales of Traditional Toys and Games by Category: Value 2023-2028

Table 15 - Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2023-2028

Table 16 - Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2023-2028

## Video Games in Switzerland

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Gaming world creates dynamism in video games in Switzerland

Highly fragmented offer caters to the wide range of gamers

Digital focus favours retail e-commerce

## PROSPECTS AND OPPORTUNITIES

Digital content to add dynamism in a slowing category

Scepticism over AR/VR headsets' added-value proposition while mobile games remain highly popular

Customisation to appeal to consumers but entertainment and value for money to remain key purchasing factors

## CATEGORY DATA

Table 17 - Sales of Video Games by Category: Value 2018-2023

Table 18 - Sales of Video Games by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Video Games: % Value 2019-2023

Table 20 - LBN Brand Shares of Video Games: % Value 2020-2023

Table 21 - NBO Company Shares of Video Games Hardware: % Value 2019-2023

Table 22 - LBN Brand Shares of Video Games Hardware: % Value 2020-2023

Table 23 - NBO Company Shares of Video Games Software: % Value 2019-2023

Table 24 - Distribution of Video Games by Format: % Value 2018-2023

Table 25 - Distribution of Video Games Hardware by Format: % Value 2018-2023

Table 26 - Distribution of Video Games Software by Format: % Value 2018-2023

Table 27 - Distribution of Video Games Software (Physical) by Format: % Value 2018-2023

Table 28 - Distribution of Video Games Software (Digital) by Format: % Value 2018-2023

Table 29 - Forecast Sales of Video Games by Category: Value 2023-2028

Table 30 - Forecast Sales of Video Games by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/toys-and-games-in-switzerland/report](http://www.euromonitor.com/toys-and-games-in-switzerland/report).