

Toys and Games in Switzerland

Market Direction | 2022-06-15 | 31 pages | Euromonitor

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Report description:

Following a strong 2020, the rate of growth in retail constant value sales of traditional toys and games in Switzerland continued to accelerate during 2021. COVID-19 continued to provide significant support to demand, with games and puzzles remaining by far the top performer, followed by construction. This reflects the fact that toys that could keep children (and, to a certain extent, adults) occupied for long periods of time (such as board games and puzzles with 300 or more pieces) were in stro...

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 2017-2021, 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 2026 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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DISCLAIMER

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VIDEO GAMES IN SWITZERLAND

KEY DATA FINDINGS

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2021 DEVELOPMENTS

Easing of pandemic restrictions slows demand growth

Static console sales hampered by supply shortage

Mobile and online gaming are increasingly mainstream

PROSPECTS AND OPPORTUNITIES

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