

Video Games in Switzerland

Market Direction | 2022-06-15 | 23 pages | Euromonitor

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Report description:

Having surged into double digits during 2020 on the back of pandemic-related restrictions on movement, the rate of growth in retail constant value sales of video games slowed significantly in 2021 but remained robust. This slowdown was particularly notable in hand-held and static consoles, which many local consumers purchased during 2020 to keep themselves and their families entertained during lockdown. The normalisation of daily life as COVID-19 restrictions were eased (leaving people less time...)

Euromonitor International's Video 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: Video Games Hardware, Video Games Software.

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

Why buy this report?

- * Get a detailed picture of the Video 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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Table of Contents:

Video Games in Switzerland

Euromonitor International

September 2022

List Of Contents And Tables

VIDEO GAMES IN SWITZERLAND

KEY DATA FINDINGS

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

Demand will suffer a post-pandemic hangover

Smartphones will help to push hand-held consoles towards obsolescence

Reduced pricing will help to push AR/VR headsets towards the mainstream

CATEGORY DATA

Table 1 Sales of Video Games by Category: Value 2016-2021

Table 2 Sales of Video Games by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Video Games: % Value 2017-2021

Table 4 LBN Brand Shares of Video Games: % Value 2018-2021

Table 5 NBO Company Shares of Video Games Hardware: % Value 2017-2021

Table 6 LBN Brand Shares of Video Games Hardware: % Value 2018-2021

Table 7 NBO Company Shares of Video Games Software: % Value 2017-2021

Table 8 Distribution of Video Games by Format: % Value 2016-2021

Table 9 Distribution of Video Games Hardware by Format: % Value 2016-2021

Table 10 Distribution of Video Games Software by Format: % Value 2016-2021

Table 11 Distribution of Video Games Software (Physical) by Format: % Value 2016-2021

Table 12 Distribution of Video Games Software (Digital) by Format: % Value 2016-2021

Table 13 Forecast Sales of Video Games by Category: Value 2021-2026

Table 14 Forecast Sales of Video Games by Category: % Value Growth 2021-2026

TOYS AND GAMES IN SWITZERLAND

EXECUTIVE SUMMARY

Toys and games in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 15 Sales of Toys and Games by Category: Value 2016-2021

Table 16 Sales of Toys and Games by Category: % Value Growth 2016-2021

Table 17 NBO Company Shares of Toys and Games: % Value 2017-2021

Table 18 LBN Brand Shares of Toys and Games: % Value 2018-2021

Table 19 Distribution of Toys and Games by Format: % Value 2016-2021

Table 20 Forecast Sales of Toys and Games by Category: Value 2021-2026

Table 21 Forecast Sales of Toys and Games by Category: % Value Growth 2021-2026

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Summary 1 Research Sources

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