

Toys and Games in Switzerland

Market Direction | 2024-06-13 | 31 pages | Euromonitor

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Report description:

Overall, toys and games in Switzerland continued to see positive, if slower, retail current value growth in 2023. Traditional toys and games witnessed a strong decline in retail current value sales, although this was offset by further fast growth for video games. After the highly dynamic sales development seen during the Coronavirus (COVID-19) pandemic in 2020 and 2021, retail current value growth of toys and games slowed towards the end of the review period. Having benefited from a shift in con...

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.

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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

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