

Video Games in Switzerland

June 2024

Table of Contents

Video Games in Switzerland - Category analysis

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 1 - Sales of Video Games by Category: Value 2018-2023
Table 2 - Sales of Video Games by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Video Games: % Value 2019-2023
Table 4 - LBN Brand Shares of Video Games: % Value 2020-2023
Table 5 - NBO Company Shares of Video Games Hardware: % Value 2019-2023
Table 6 - LBN Brand Shares of Video Games Hardware: % Value 2020-2023
Table 7 - NBO Company Shares of Video Games Software: % Value 2019-2023
Table 8 - Distribution of Video Games by Format: % Value 2018-2023
Table 9 - Distribution of Video Games Hardware by Format: % Value 2018-2023
Table 10 - Distribution of Video Games Software by Format: % Value 2018-2023
Table 11 - Distribution of Video Games Software (Physical) by Format: % Value 2018-2023
Table 12 - Distribution of Video Games Software (Digital) by Format: % Value 2018-2023
Table 13 - Forecast Sales of Video Games by Category: Value 2023-2028
Table 14 - Forecast Sales of Video Games by Category: % Value Growth 2023-2028

Toys and Games in Switzerland - Industry Overview

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 15 - Sales of Toys and Games by Category: Value 2018-2023
Table 16 - Sales of Toys and Games by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Toys and Games: % Value 2019-2023
Table 18 - LBN Brand Shares of Toys and Games: % Value 2020-2023
Table 19 - Distribution of Toys and Games by Format: % Value 2018-2023
Table 20 - Forecast Sales of Toys and Games by Category: Value 2023-2028
Table 21 - Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/video-games-in-switzerland/report.