

# Video Games in Switzerland

January 2024

**Table of Contents** 

## Video Games in Switzerland - Category analysis

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Next-generation consoles drive positive growth on the video game landscape

Digital software and in-Game/in-App purchases drive development

E-sports continues to trend, increasingly regarded as a professional sport

## PROSPECTS AND OPPORTUNITIES

Continued growth through Cloud and cross-platform gaming

Gaming increasingly appeals to Generation X consumers

Longer life cycles and economic factors slows growth for video games hardware

#### **CATEGORY DATA**

- Table 1 Sales of Video Games by Category: Value 2017-2022
- Table 2 Sales of Video Games by Category: % Value Growth 2017-2022
- Table 3 NBO Company Shares of Video Games: % Value 2018-2022
- Table 4 LBN Brand Shares of Video Games: % Value 2019-2022
- Table 5 NBO Company Shares of Video Games Hardware: % Value 2018-2022
- Table 6 LBN Brand Shares of Video Games Hardware: % Value 2019-2022
- Table 7 NBO Company Shares of Video Games Software: % Value 2018-2022
- Table 8 Distribution of Video Games by Format: % Value 2017-2022
- Table 9 Distribution of Video Games Hardware by Format: % Value 2017-2022
- Table 10 Distribution of Video Games Software by Format: % Value 2017-2022
- Table 11 Distribution of Video Games Software (Physical) by Format: % Value 2017-2022
- Table 12 Distribution of Video Games Software (Digital) by Format: % Value 2017-2022
- Table 13 Forecast Sales of Video Games by Category: Value 2022-2027
- Table 14 Forecast Sales of Video Games by Category: % Value Growth 2022-2027

# Toys and Games in Switzerland - Industry Overview

## **EXECUTIVE SUMMARY**

Toys and games in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for toys and games?

# MARKET DATA

- Table 15 Sales of Toys and Games by Category: Value 2017-2022
- Table 16 Sales of Toys and Games by Category: % Value Growth 2017-2022
- Table 17 NBO Company Shares of Toys and Games: % Value 2018-2022
- Table 18 LBN Brand Shares of Toys and Games: % Value 2019-2022
- Table 19 Distribution of Toys and Games by Format: % Value 2017-2022
- Table 20 Forecast Sales of Toys and Games by Category: Value 2022-2027
- Table 21 Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

# 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 focusing 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.