

# Spielwarenmarkt Schweiz

Gesamtmarktschätzung 2001 - 2019



# GfK Marktdefinition Spielwaren

## Action Figures, Access. & Action Role Play

- 106 Action Figures
- 112 Action Figure Plyst & Acc.
- 117 Action Role Play & Dressup  
Action Figure Collectibles
- 118 Battling Toys & Playset

## Arts & Crafts

- 043 Reusable Compounds
- 058 Sculpture Kits/Supplies
- 046 Mechanical/Digital Design  
Powrd Appliance & Food Mix
- 055 Craft kits
- 064 Paint kits

## Building Sets

- 001 Standard Building Sets
- 002 Junior Building Sets

## Dolls

### Nurturing Dolls & Acc.

- 615 Traditional Nurturing Dolls
- 642 Special Ftr. Nurturing Doll
- 620 Nurturing Doll Clothes
- 621 Nurturing Doll Other Accessories
- 622 Nurturing Doll Carriages

### Fashion Dolls/Acc. & Role Play.

- 624 Fashion Dolls
- 627 Fashion Clothes
- 630 Fashion Accessories
- 632 Fashion Role Play & Dressup

### Playset Dolls & Acc. Large Dolls/Furniture

- 631 Playset Doll Accessories
- 645 Playset Dolls & Collectibles
- 646 Large Dolls & Acc.
- 648 Doll Houses/Furniture

## Games / Puzzles

### Games

- 169 Card Games
- 168 Strategic Trade Card Games
- 182 Travel Games
- 188 Preschool Games
- 185 Children's Games
- 172 Family Dice/Word/Other Games
- 181 Family Standard Games
- 190 Family Board/Action Games
- 199 Family Strategy Games
- 197 Adult Games
- 157 Elect HH/Tabletop Games
- 178 Brainteasers
- 179 Plug N Play Games

### Puzzles

- 203 3D Puzzles
- 202 Adult Puzzles
- 205 Children's Puzzles

## Infant / Toddler / Preschool

### Infant/Toddler Toys

- Toddler Figures/Playsets & Acc.
- Other Toddler Toys
- 272 Mobiles
- 273 Rattle & Toy Tthr / Toy Pacifr.
- 275 Playnests / Playgym
- Toddler Electronic Learning
- 276 Infant Plush
- 274 Walkers
- 295 Bath Toys
- 270 Other Infant Toys

"Preschool" toys next column

## Preschool Toys

- 277 PS Musical Instruments
- 286 PS Figure/Playsets & Acc.
- 287 PS Electronic Learning
- 292 PS Talking & Sound
- 289 PS Learning Toys
- 299 PS Kitchen & Food
- 300 PS All Other Role Play
- 301 PS Push & Pull
- 302 PS Vehicles
- 304 Other Preschool Toys

## Youth Electronics

- 661 Electronic Entertainment ex Tablet  
Kids Tablets
- 152 ELA Hardware/Software & Acc.
- 386 Robotic/Interact Playmates

## Outdoor & Sports Toys

### Ride-Ons

- 321 Tricycles
- 330 Other Non-Pedal Ride-Ons
- 333 Battery Op Ride-Ons & Acc.  
Balance Bikes  
Other Pedal Ride-Ons

### Sport Toys

- 340 Skate/Skateboards/Scooters
- 345 Winter Sport Toys
- 193 Sport Activities & Games  
Blasters/Shooters & Accessories

### Summer Seasonal Toys

- 351 Pools
- 352 Water/Sand Toys & Acc.
- 215 Water Guns
- 388 Bubble Toys/Solution
- 350 Playground Equipment

## Plush

- 307 Special Feature Plush
- 310 Traditional Plush
- 313 Puppets

## Vehicles

### Powered Vehicles

- 617 Radio/Remote Control Air  
Radio/Remote Control Ground/Sea
- 220 Battery Operate For Movement
- 223 Friction/Pump/Pull-Back
- 262 Electric & Battery Car St/Acc.
- 268 Electric Train Sets/Access

### Non-Powered Vehicles

- 231 Finger/Extreme Vehicle/Acc.
- 235 Non-Powered Cars
- 238 Non-Powered Aircraft/Boats
- 247 Non-Powered Trucks
- 232 Mini Vehicles
- 256 Vehicle Playsets & Acc.

## Explorative & Other Toys

### Models & Accessories

- 090 Models
- 103 Model Supplies

### Learning & Exploration

- 007 Scientific Toys
- 025 Educational Toys
- 004 Musical Instruments

### Scene Sets & Figures

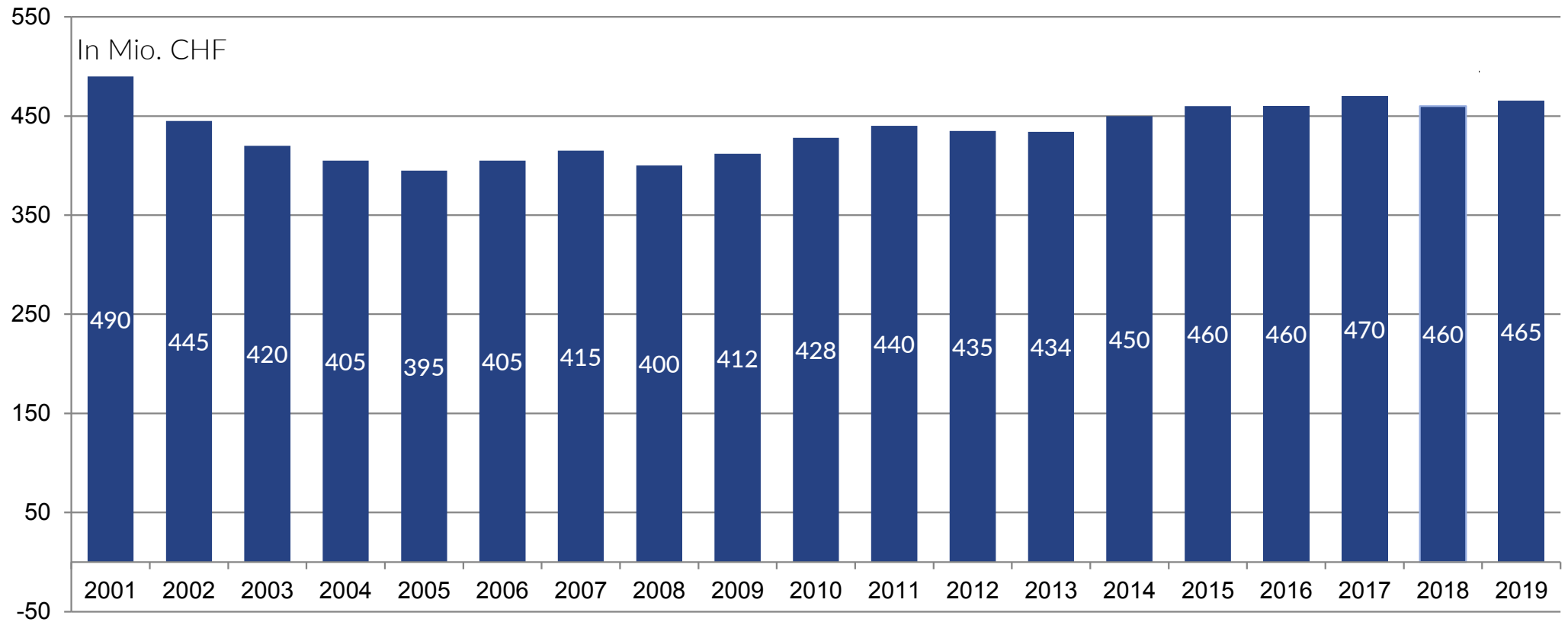
New Scene Sets & Figures

### All Other/Miscellaneous Toys

- 363 Projectors/Viewers & Acc.
- 379 Children's Furniture
- 381 Non-Strat Trade Cards/Collectibles
- 383 Magic Activities
- 384 Miscellaneous Toys

# Total Market Estimation Traditional Toys Switzerland

Traditional Toys excl. Videogames Hardware / Software



## INFO

Unser Partnerinstitut «npdgroup» passt regelmässig die bestehende Category-Struktur den aktuellen Begebenheiten oder Kundenwünschen an.

Mit den Augustdaten sind auch rückwirkend folgende Umstellungen der Warengruppen-Struktur vorgenommen worden.:

1. Die Supercategory «**All Other Toys**» heisst neu **Explorative & Other Toys** und beinhaltet neu die Category **Scene Sets & Figures** (Mini figures & Scene Sets + PS Figures/Playsets = Scene Sets & Figures). Darunter waren und sind weiterhin zum Beispiele die Schleich-Figuren enthalten.
2. **Alle Playmobil-Artikel** (exkl. Playmobil 1 2 3 Line, bleibt bei PS Figures) wurden von Supercategory «**Infant/Toddler/Preschool**» -> *Category PS Figures, Playset & Acc.* neu zu Supercategory «**Explorative & Other Toys**» -> *Category «Scene Sets & Figures»* rückwirkend verschoben.
3. Die **Poopsie Produkte von MGA** wurden innerhalb von «Dolls» von **Nurturing Dolls/ACC & Role Play** zu **Playset themed Figurines** rückwirkend verschoben



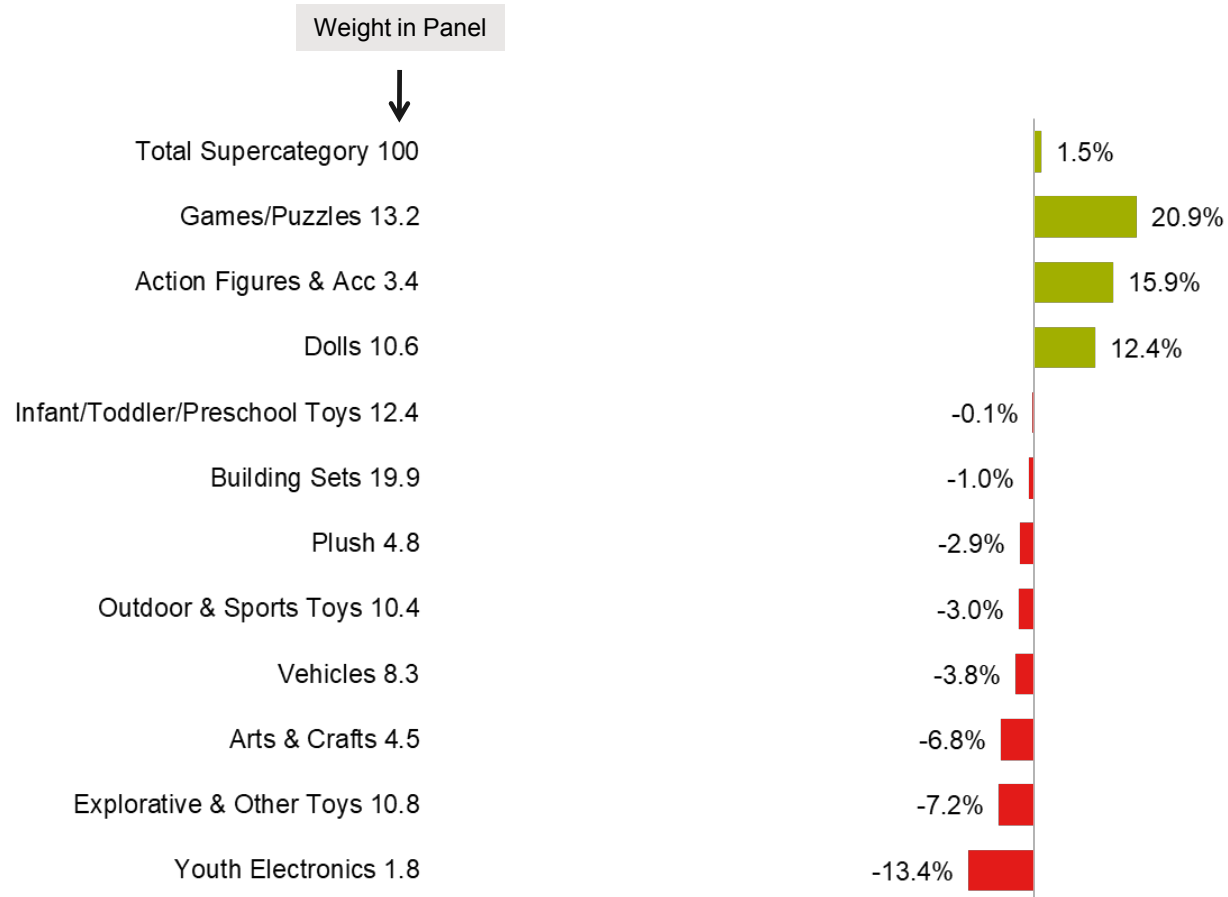
# TOYS MARKET SWITZERLAND

## Management Report

January – December 2019 vs. 2018

# Evolution Panelmarket categories

Sales Value / January - December 2019 vs. 2018



# Evolution categories Panelmarket

Sales value & units in percent / January – December 2019 vs. 2018

