MARKET DEVELOPMENT

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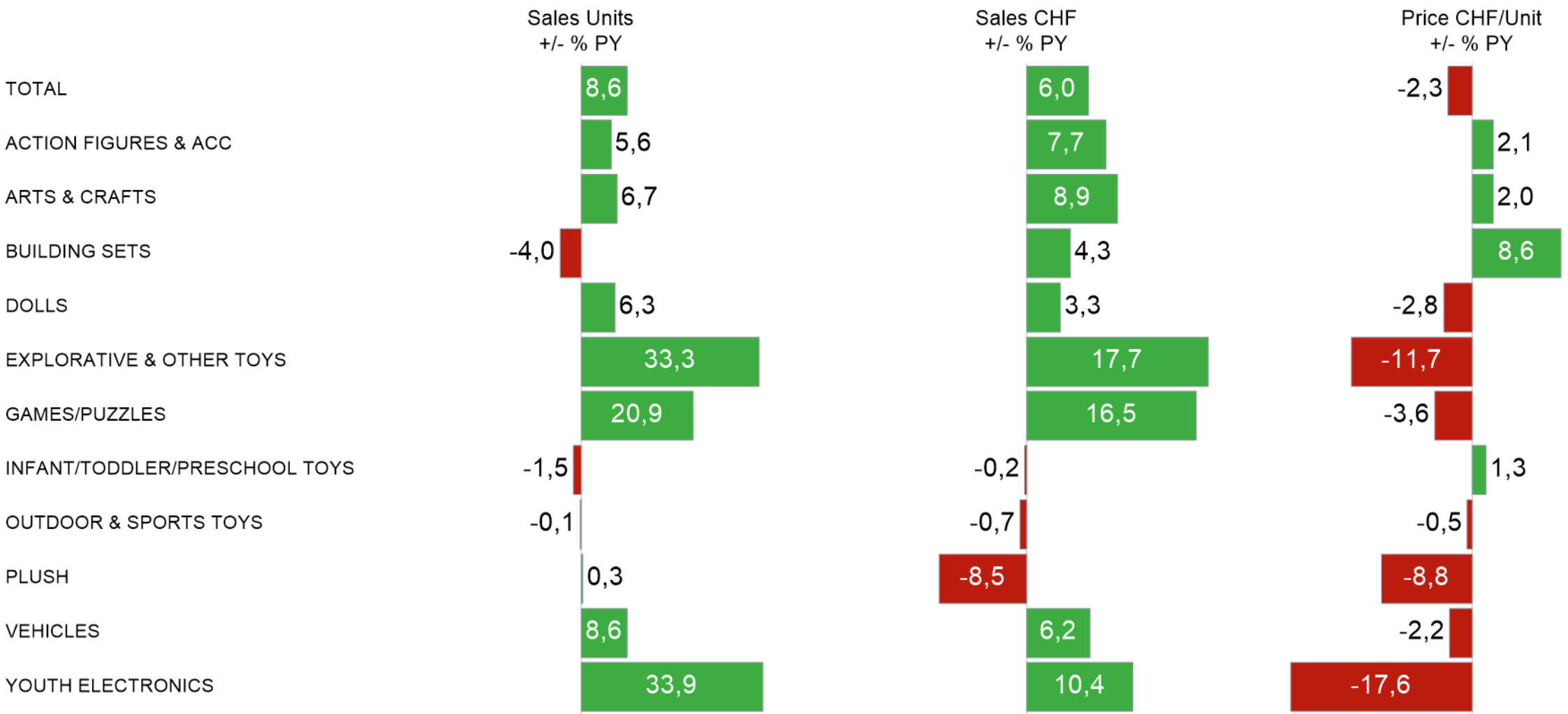
TOYS | Switzerland Panelmarket | Jan 26-Sep 26
Features Supercategory | Growth +/-%



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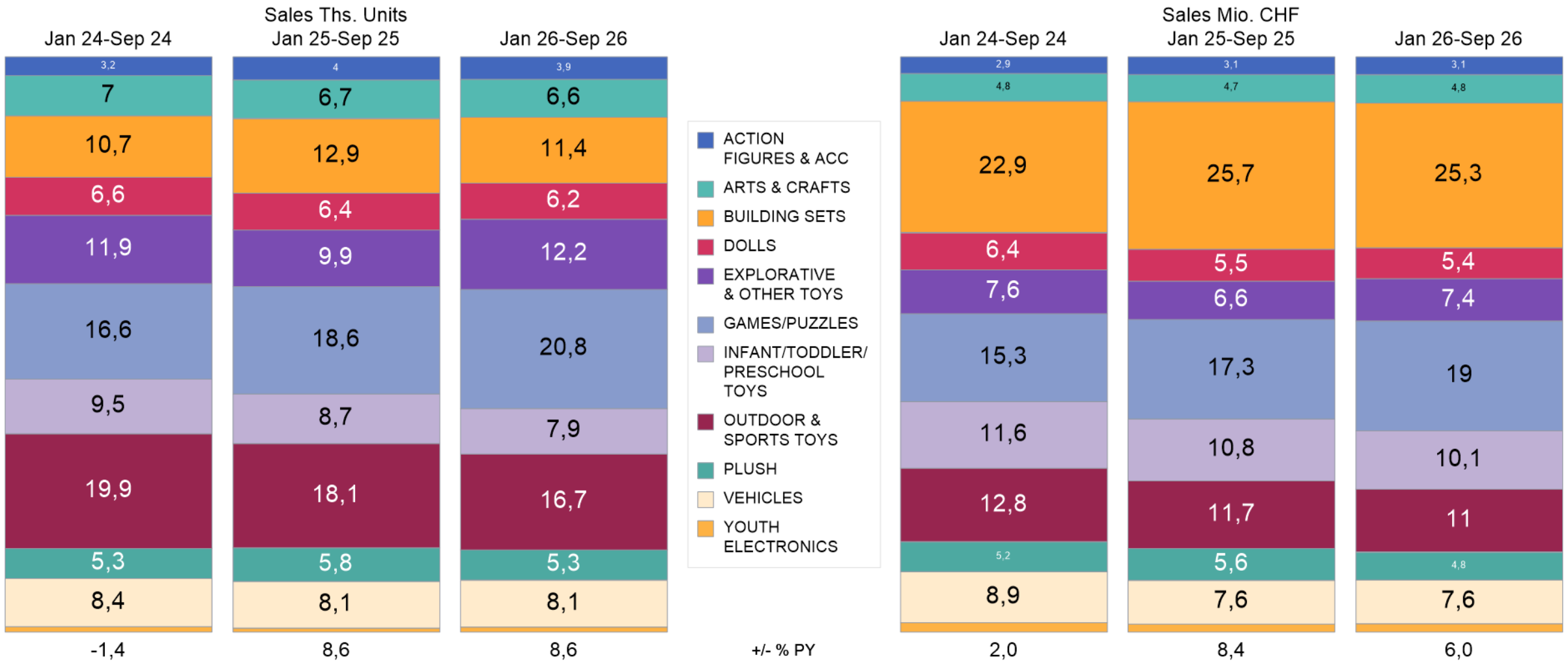
TOYS

Switzerland Panelmarket
Features Supercategory SVS

Jan 26-Sep 26
Units % vs. Value %



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METHODOLOGY

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Methodology	Retail Panel
Census	monthly
Production	monthly
Coverage Panel	67%
Included in the Panel	✓ Coop (Coop Retail, Coop City, Jumbo) ✓ Manor ✓ Migros (MMM, MM, M, melectronics, Do it + Garden) ✓ Spar ✓ Interdiscount, Microspot.ch, Media Markt, Galaxus, King Jouet, Brack.ch, Fnac
Not included in the Panel	- FCW, Smyths Toys, Toys Specialists - Drogerie Müller, Otto's, Landi - Pure Online Players such as meinspielzeug.ch, mytoys.ch - Dispatchers and Publishers - Kiosks, Petrol Stations, Fairs, Direct Sales

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TOYS CH Panelmarket

Classification of Supercategories + Product groups

Action Figures, Access. & Action Role Play

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

Arts & Crafts

043 Reusable Compounds
058 Sculpture Kits/Supplies
XXX Reusable Drawing & Design
XXX Powered Appliance & Food Mix
055 Craft kits
064 Paint kits
090 Models and Model Supplies

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.

631 Playset Doll Accessories
645 Playset Dolls & Collectibles

"Large/Dolls/Furniture" next column

Large Dolls/Furniture

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

XXX Toddler Figures/Playsets & Acc.
272 Other Toddler Toys
273 Rattle & Toy Tthr / Toy Pacifr.
275 Playnests / Playgyms
XXX Early 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 Tablets
XXX Kids Tablets
152 ELA Hardware/Software & Acc.
386 Robotic/Interactive Playmates

Outdoor & Sports Toys

Ride-Ons

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

Sport Toys

340 Skates/Skateboards/Scooters
345 Winter Sport Toys
193 Sport Activities & Games
XXX Blasters/Shooters & Accessories

Summer Seasonal Toys

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

Plush

307 Special Feature/Interactive Plush
310 Traditional Plush
313 Puppets

Vehicles

Powered Vehicles

617 Radio/Remote Control Air
XXX Radio/Remote Control Ground/Sea/Other
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

Exploration

007 Scientific Toys
025 Projectors/Viewers & Acc.
004 Musical Instruments

Scene Sets & Figures

XXX Scene Sets & Figures

Educational and Miscellaneous Toys

363 Educational Toys
379 Children's Furniture
381 Non-Strat Trade Cards/Collectibles
383 Magic Activities
384 Miscellaneous Toys

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GfK Panel Switzerland

Most important not included and not extrapolated retailers

Channel	Retailer
Department Stores/MOH	Loeb (3 POS), Globus
Food Discount Chains	Aldi (247 POS) Lidl (192 POS) Denner excl. Partner Betriebe (612 POS) Otto's (102 POS)
Toys Specialists	Franz Carl Weber (4 POS) Smyth's Toys (12 POS) Amsler Spielwaren (10 POS) Other Toys Specialists
Pharmacies/Drugstores	Drogeriemarkt Müller (98 POS)
Pure Players Generalists	meinspielzeug.ch, mytoys.ch and others
DIY Superstores	Landi (270 POS)
Others	Dispatchers and publishers, k Kiosks (774 POS), P&B 22 POS), Petrol Stations, Fairs, Direct Sales

Source of all POS-No.: https://www.detailhandel-schweiz.ch - Last update: July 2026 - Next update: July 2027

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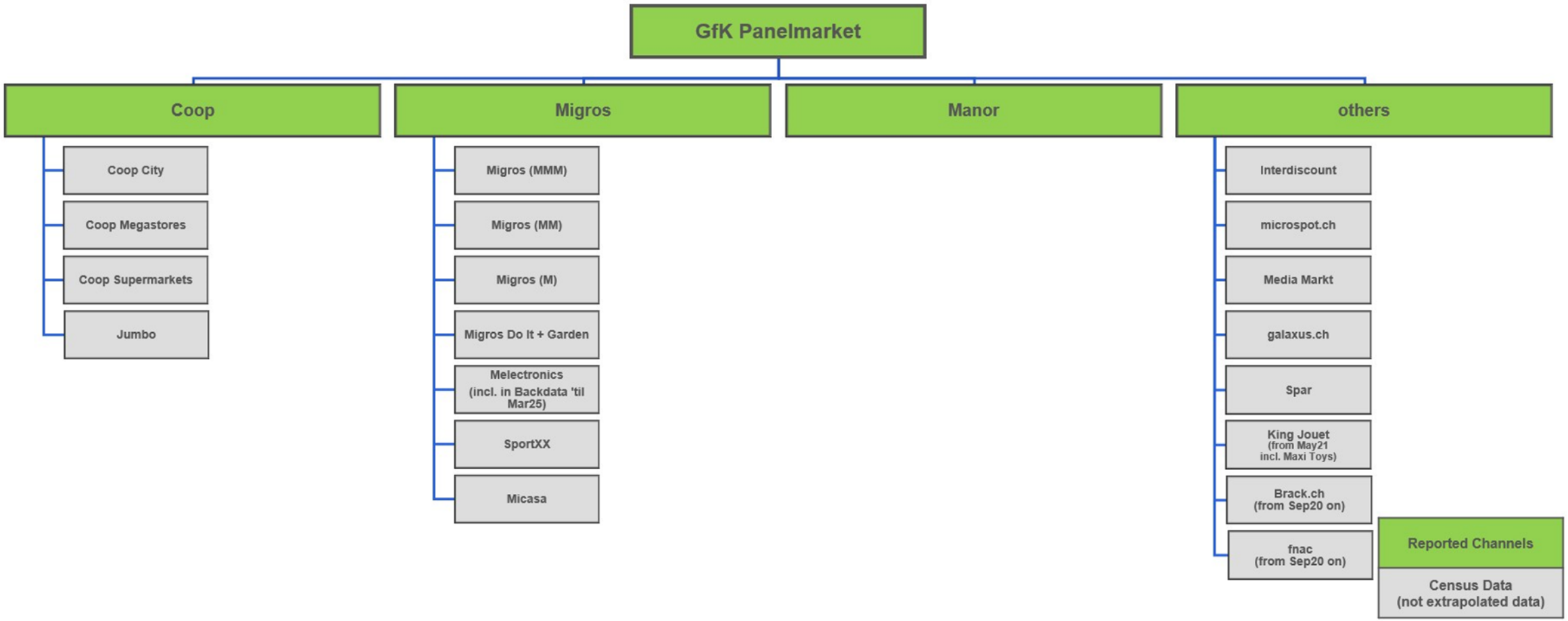
Universe Overview
Übersicht Universum

Switzerland
Estimated Coverage: 67%



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Abkürzungen und Begriffserklärungen in diesem Report Switzerland
Abbreviation and term explanations in this report

Facts

	Deutsche Erklärung	English explanation
Price CHF / EUR / <LC>	= Durchschn. erzielter Preis pro verkaufte Einheit in Franken/Euro/Lokaler Währung	= Average price in given period in Swiss Francs/Euros/Local **C**urrency
Sales Units	= Anzahl absoluter Verkäufe im gegebenen Zeitraum in Menge	= Amount of absolute sales in given period in Units
Sales Units %	= Erzielter prozentualer Anteil im gegebenen Zeitraum in Menge	= Achieved market share in given period in Units
Sales Pieces / Sales Pieces %	= gleich wie Sales Units aber Multipacks sind aufgelöst (Bsp. 1 Unit mit 10 Stk. = 10 Pieces)	= same as Sales Units but multipacks are unbundeled (e. g. 1 Unit containing 10 Pieces = 10 Pieces)
Sales Mio. CHF / EUR / <LC>	= Absoluter Wert der Verkäufe im gegebenen Zeitraum in Mio. Franken/Euro/Lokaler Währung	= Absolute sales in given period in Mio. Swiss Francs/Euros/Local **C**urrency
Sales Ths. CHF / EUR / <LC>	= Absoluter Wert der Verkäufe im gegebenen Zeitraum in Tsd. Franken/Euro/Lokaler Währung	= Absolute sales in given period in Ths. Swiss Francs/Euros/Local **C**urrency
Sales Value %	= Erzielter prozentualer Anteil in Wert im gegebenen Zeitraum	= Achieved market share in Value in given period
+/-% PY or +/-% PYP	= Prozentuale Veränderung zur Vorjahresperiode	= Growth in percentage compared to previous year period
+/-% PP	= Prozentuale Veränderung zur Vorperiode	= Growth in percentage compared to previous period
Growth rates (+/-%)	= Wachstumsraten sind immer auf Basis Vorjahresperiode kalkuliert	= Growth rates are always calculated based on previous year period
Abs.	= Absolute Verkäufe	= Absolute Sales
MAT / YTD / CP	= MAT (Rollierendes Jahr), YTD (Aufgelaufens Jahr), CP (Aktuelle Periode/aktuellster erhobener Monat)	= MAT (**M**oving **A**nnual **T**otal), YTD (**Y**ear **T**o **D**ate), **C**urrent **P**eriod (usually latest audited month)

Other terms

Retail Market or (RM)	= Der von GfK Schweiz erhobene Markt exklusive **S**ystem**h**äuser	= The from GfK Switzerland audited market excl. **S**ystem**h**ouses
Panelmarket or (PM)	= Der von GfK Schweiz erhobene Markt inklusive **S**ystem**h**äuser	= The from GfK Switzerland audited market incl. **S**ystem**h**ouses
Retail Market (excl. SH/Drug/Pharm)	= Der von GfK Schweiz erhobene Markt exklusive Systemhäuser, Drug Stores, Pharmacies	= The from GfK Switzerland audited market excl. **S**ystem**h**ouses, **Drug** Stores, **Pharm**acies
Panelmarket (excl. Drug/Pharm)	= Der von GfK Schweiz erhobene Markt exklusive Drug Stores, Pharmacies	= The from GfK Switzerland audited market excl. **Drug** Stores, **Pharm**acies
El.Tr.I/B/PhoR	= Traditioneller Unabhängiger FH + Einkaufsgruppen + Foto-Fachhandel	= **T**raditional **I**ndependents + **B**uying **G**roups + **Ph**oto **R**etailer
MassMerch/DIYSs	= **Mass Merch**andiser + **D**o **I**t **Y**ourself **Superstore**s	= **Mass Merch**andiser + **D**o **I**t **Y**ourself **Superstore**s
TecSup+El.Chain	= **T**echnische **Sup**ermärkte + **El**ektronik-Ketten	= **T**echnical **Sup**erstores + **El. Chain**s
CS/OER/TCR	= **C**omputer**s**hops/Büro-Fachhandel/**T**elecom-Fachhandel	= **C**omputer**s**hops/**O**ffice **E**quipment **R**etailers/**T**elecom **R**etailers
CSS/OER/TCR	= **C**omputer**s**hops/**S**ystem**h**äuser/Büro-Fachhandel/**T**elecom-Fachhandel	= **C**omputer**s**hops/**S**ystem**h**ouses/**O**ffice **E**quipment **R**etailers/**T**elecom **R**etailers
TCR	= **T**elecom-Fachhandel	= **T**elecom **R**etailers
B2C (Consumer Channels)	= Konsumenten Kanäle	= Consumer Channels (Business to Consumer)
B2B (Business Channels)	= Business Kanäle	= Business Channels (Business to Business)
Total Market	= Geschätzter Total Markt inkl. berechneter Verkäufe on Top von Panelmarkt basierend auf Coverage	= Estimated Total Market incl. calculated sales on top of Panelmarket based on Coverage
Shadow Market	= Differenz zwischen geschätztem Total Markt (basierend auf Coverage) und Panelmarkt	= Difference between estimated Total Market (based on Coverage) and Panelmarket

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