

MARKET DEVELOPMENT

TOYS

Switzerland Panelmarket
Features Supercategory

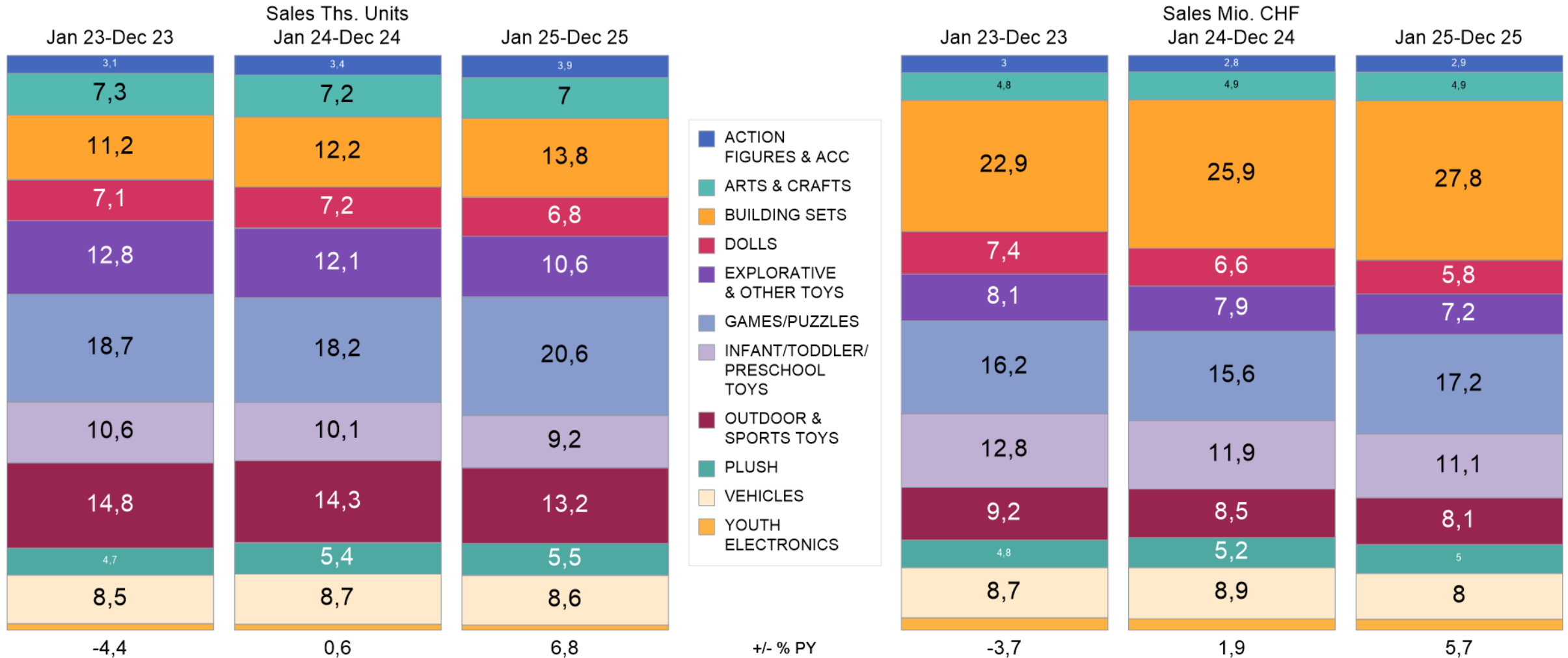
Jan 25-Dec 25
Growth +/-%



TOYS

Switzerland Panelmarket
Features Supercategory SVS

Jan 25-Dec 25
Units % vs. Value %



METHODOLOGY

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, Globus
- ✓ 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

Classification of Supercategories + Product groups

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
Reusable Drawing & Design
Powered 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 / Playgyms
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

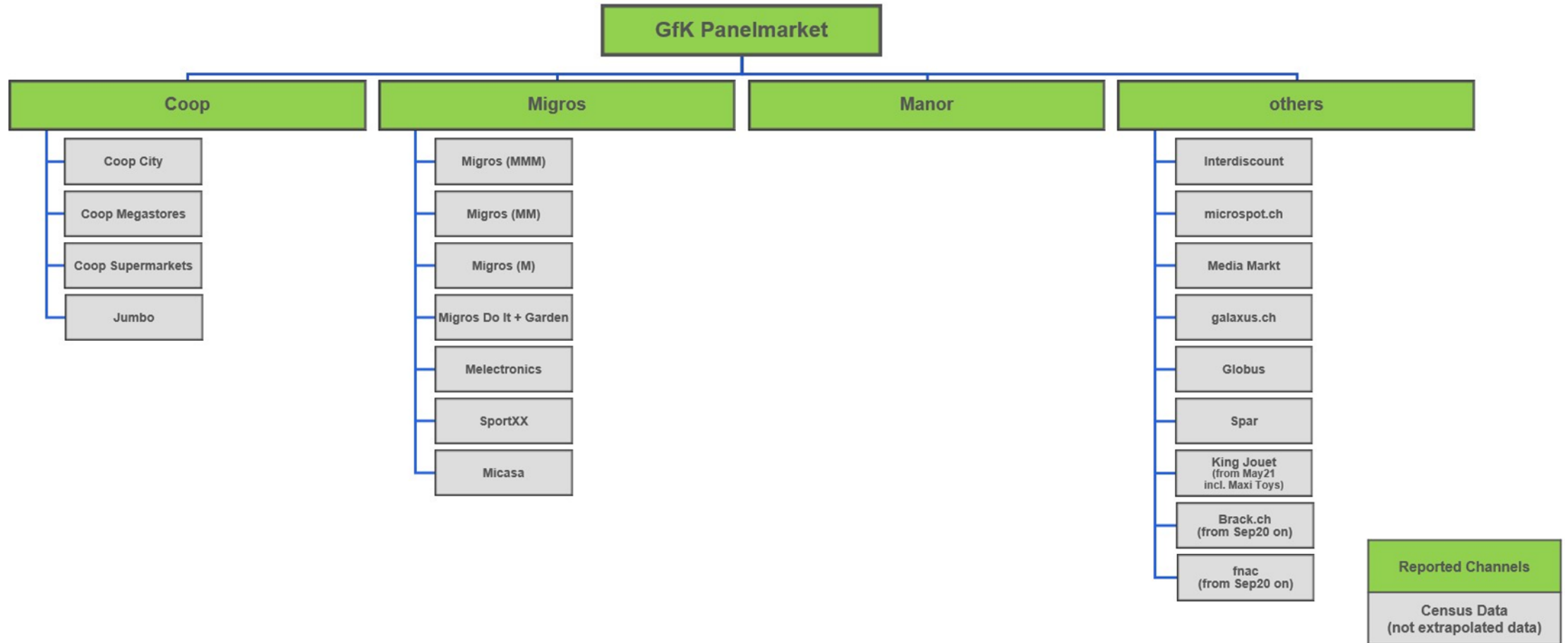
New Scene Sets & Figures

All Other/Miscellaneous Toys

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

Channel	Retailer
Department Stores/MOH	Loeb (3 POS)
Food Discount Chains	Aldi (245 POS) Lidl (186 POS) Denner excl. Partner Betriebe (606 POS) Otto's (103 POS)
Toys Specialists	Franz Carl Weber (11 POS) Smyth's Toys (12 POS) Amsler Spielwaren (10 POS) Other Toys Specialists
Pharmacies/Drugstores	Drogeriemarkt Müller (92 POS)
Pure Players Generalists	meinspielzeug.ch, mytoys.ch and others
DIY Superstores	Landi (270 POS)
Others	Dispatchers and publishers, k Kiosks (779 POS), P&B 21 POS), Petrol Stations, Fairs, Direct Sales

Source of all POS-No.: <https://www.detailhandel-schweiz.ch> - Last update: July 2025 - Next update: July 2026



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

Facts

Price CHF / EUR / <LC>

Sales Units

Sales Units %

Sales Pieces / Sales Pieces %

Sales Mio. CHF / EUR / <LC>

Sales Ths. CHF / EUR / <LC>

Sales Value %

+/-% PY or +/-% PYP

+/-% PP

Growth rates (+/-%)

Abs.

MAT / YTD / CP

Deutsche Erklärung

= Durchschn. erzielter Preis pro verkaufte Einheit in Franken/Euro/Lokaler Währung

= Anzahl absoluter Verkäufe im gegebenen Zeitraum in Menge

= Erzielter prozentualer Anteil im gegebenen Zeitraum in Menge

= gleich wie Sales Units aber Multipacks sind aufgelöst (Bsp. 1 Unit mit 10 Stk. = 10 Pieces)

= Absoluter Wert der Verkäufe im gegebenen Zeitraum in Mio. Franken/Euro/Lokaler Währung

= Absoluter Wert der Verkäufe im gegebenen Zeitraum in Tsd. Franken/Euro/Lokaler Währung

= Erzielter prozentualer Anteil in Wert im gegebenen Zeitraum

= Prozentuale Veränderung zur Vorjahresperiode

= Prozentuale Veränderung zur Vorperiode

= Wachstumsraten sind immer auf Basis Vorjahresperiode kalkuliert

= Absolute Verkäufe

= MAT (Rollierendes Jahr), YTD (Aufgelaufens Jahr), CP (Aktuelle Periode/aktuellster erhobener Monat)

English explanation

= Average price in given period in Swiss Francs/Euros/Local Currency

= Amount of absolute sales in given period in Units

= Achieved market share in given period in Units

= same as Sales Units but multipacks are unbundled (e. g. 1 Unit containing 10 Pieces = 10 Pieces)

= Absolute sales in given period in Mio. Swiss Francs/Euros/Local Currency

= Absolute sales in given period in Ths. Swiss Francs/Euros/Local Currency

= Achieved market share in Value in given period

= Growth in percentage compared to previous year period

= Growth in percentage compared to previous period

= Growth rates are always calculated based on previous year period

= Absolute Sales

= MAT (Moving Annual Total), YTD (Year To Date), Current Period (usually latest audited month)

Other terms

Retail Market or (RM)

Panelmarket or (PM)

Retail Market (excl. SH/Drug/Pharm)

Panelmarket (excl. Drug/Pharm)

El.Tr./B/PhoR

MassMerch/DIYSs

TecSup+El.Chain

CS/OER/TCR

CSS/OER/TCR

TCR

B2C (Consumer Channels)

B2B (Business Channels)

Total Market

Shadow Market

= Der von GfK Schweiz erhobene Markt exklusive Systemhäuser

= Der von GfK Schweiz erhobene Markt inklusive Systemhäuser

= Der von GfK Schweiz erhobene Markt exklusive Systemhäuser, Drug Stores, Pharmacies

= Der von GfK Schweiz erhobene Markt exklusive Drug Stores, Pharmacies

= Traditioneller Unabhängiger FH + Einkaufsgruppen + Foto-Fachhandel

= **Mass Merchandiser** + **Do It Yourself Superstores**

= **Technische Supermärkte** + **Elektronik-Ketten**

= **Computershops/Büro-Fachhandel/Telecom-Fachhandel**

= **Computershops/Systemhäuser/Büro-Fachhandel/Telecom-Fachhandel**

= **Telecom-Fachhandel**

= **Konsumenten Kanäle**

= **Business Kanäle**

= Geschätzter Total Markt inkl. berechneter Verkäufe on Top von Panelmarkt basierend auf Coverage

= Differenz zwischen geschätztem Total Markt (basierend auf Coverage) und Panelmarkt

= The from GfK Switzerland audited market excl. Systemhouses

= The from GfK Switzerland audited market incl. Systemhouses

= The from GfK Switzerland audited market excl. Systemhouses, **Drug Stores, Pharmacies**

= The from GfK Switzerland audited market excl. **Drug Stores, Pharmacies**

= **Traditional Independents** + **Buying Groups** + **Photo Retailer**

= **Mass Merchandiser** + **Do It Yourself Superstores**

= **Technical Superstores** + **El. Chains**

= **Computershops/Office Equipment Retailers/Telecom Retailers**

= **Computershops/Systemhouses/Office Equipment Retailers/Telecom Retailers**

= **Telecom Retailers**

= **Consumer Channels (Business to Consumer)**

= **Business Channels (Business to Business)**

= Estimated Total Market incl. calculated sales on top of Panelmarket based on Coverage

= Difference between estimated Total Market (based on Coverage) and Panelmarket