

Traditional Toys and Games in Switzerland

June 2025

Table of Contents

Traditional Toys and Games in Switzerland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Construction remains popular by targeting wide target audience

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Lego's innovative sets drive construction's growth among adults

Schleich uses recyclable material to meet sustainability demand

Chart 2 - Schleich Shifts to Recyclable TPE in 2024, Embracing Demand for Greener, Safer Toys

Collectibles driven by 1990s nostalgia and kidult spending

Chart 3 - Analyst Insight

Swiss Toy Association raises concerns over unregulated online marketplaces

WHAT'S NEXT?

Construction is expected to continue to drive sales of traditional toys and games

Tech integration and e-commerce to redefine traditional toys and games

Sustainable toys set to shape market evolution

COMPETITIVE LANDSCAPE

Lego remains most popular brand due to dominance in construction

Furby and Tiptoi gain positions amid shifting demands

MGA Entertainment merges with Zapf Creation to offer wider product range

Hasbro and Spin Master to launch new toy lines in 2025

Chart 4 - Hasbro Targets Gift Market with Furby Minis Release in 2025

CHANNELS

E-commerce is largest distribution channel while general merchandise stores grow quickly

Toys R Us Asia integrates play areas to attract broader customer base

COUNTRY REPORTS DISCLAIMER

Toys and Games in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Kidult trend contributes to sales, with brands targeting adults with nostalgic toys

KEY DATA FINDINGS

Chart 5 - Key Trends 2024

INDUSTRY PERFORMANCE

Video games leads sales despite overall value decline

SVS protests unfair competition from Asian online marketplaces

Schleich replaces PVC with recyclable TPE to meet demand

Chart 6 - Analyst Insight

Collectibles surge, driven by kidult trend and nostalgia

Chart 7 - Pokémon to One Piece: Collectibles Surge as Kidults Embrace Nostalgia

WHAT'S NEXT?

Video games set to record fastest growth over forecast period

Kidult trend impacts toys and games, while challenges arise

E-commerce to drive distribution but in-store experiences can create tangible experiences

COMPETITIVE LANDSCAPE

Lego gains share to remain most popular brand overall

Tiptoi and Furby drive interest in interactive and tech-integrated designs

MGA merges with Zapf, Niantic divests and Ubisoft takeover considered

Hasbro, Spin Master and Nintendo launch new products in 2025

Chart 8 - Nintendo Switch 2 to Launch in June 2025, Aiming to Redefine Gaming Experience

CHANNELS

E-commerce gains ground while retailers adopt omnichannel approach

Toys R Us Asia uses stores to create immersive brand experiences

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2019-2029

Chart 10 - PEST Analysis in Switzerland 2024

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Switzerland 2024

Chart 12 - Consumer Landscape in Switzerland 2024

COUNTRY REPORTS 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/traditional-toys-and-games-in-switzerland/report.