



Video Games in Switzerland

June 2025

Table of Contents

Video Games in Switzerland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Further move towards digital content drives sales of video games software

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Video games software remains largest and most dynamic category overall

Xbox Cloud Gaming expands offerings via "Bring Your Own Games" program

Chart 2 - Xbox Cloud Gaming Adds New Feature for Streaming Personal Game Libraries

No Man's Sky uses AI to transform user engagement and personalisation

Subscription services drive digital games' value upward

Chart 3 - Analyst Insight

WHAT'S NEXT?

Video games software to drive overall category growth

Cloud gaming and personalisation transform gaming habits and spending

Mobile strategies, e-sports, and premium offerings to drive growth

COMPETITIVE LANDSCAPE

Top companies gain share amid growth of mobile games

BANDAI NAMCO and Krafton expand games portfolios to solidify positions

Chart 4 - Krafton Introduces Next-Generation Games to Expand Its Online Gaming Presence

Niantic sells gaming division to Scopely; Ubisoft explores buyout options

Switch 2, GTA 6, Assassin's Creed, and Monster Hunter release dates loom

CHANNELS

E-commerce remains dominant distribution channel

Samsung and Google announce mixed reality headset plans

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/video-games-in-switzerland/report.