

## Toys Market Switzerland

GfK Switzerland Panelreport (CH)  
January – September 2011 vs. 2010

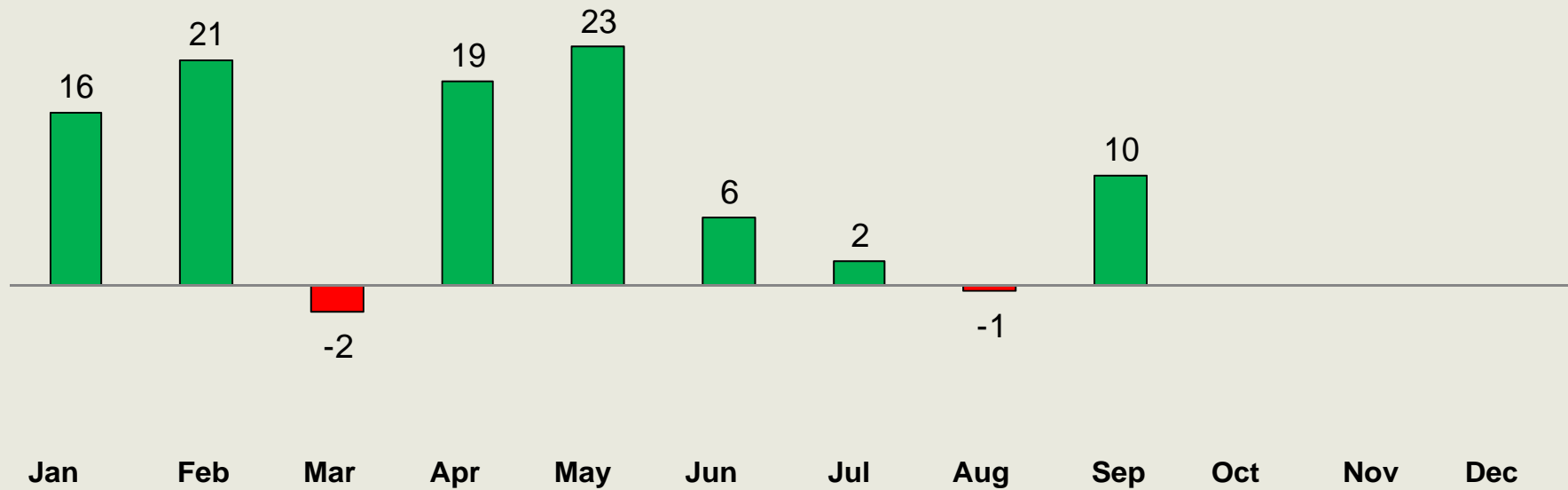


# Evolution panelmarket month per month



Growth sales value %/ month 2011 vs month 2010

2

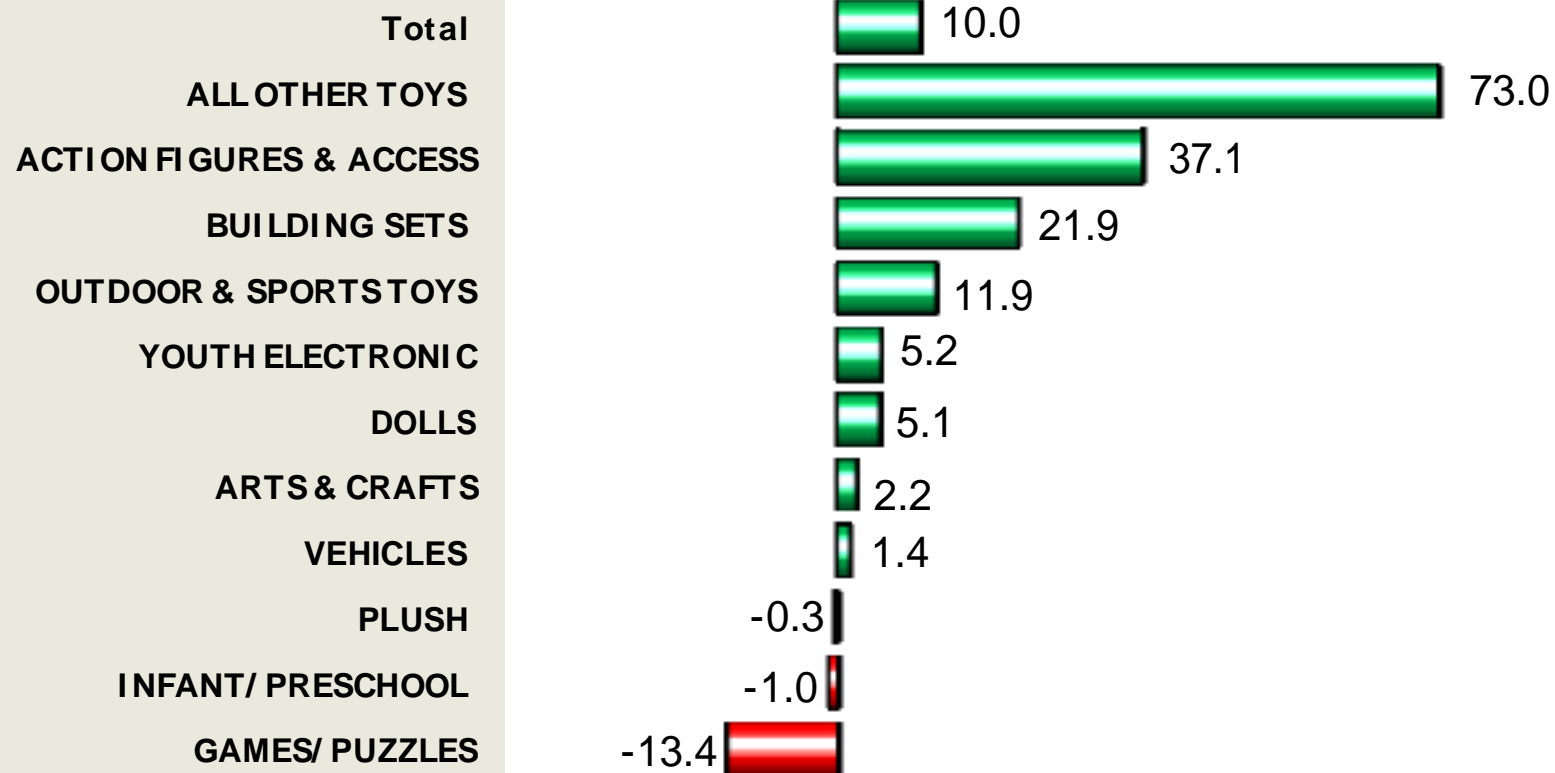




# Evolution panelmarket / categories value

Growth rate % January – September 2011 vs. 2010

3



# Evolution Supercategories



Panelmarket GfK - Sales value & units in percent / January – September 2011 vs 2010

