## **Totalmarket Estimation Toys Switzerland**

"Toys market Switzerland"

Traditional Toys Market in Mio CHF

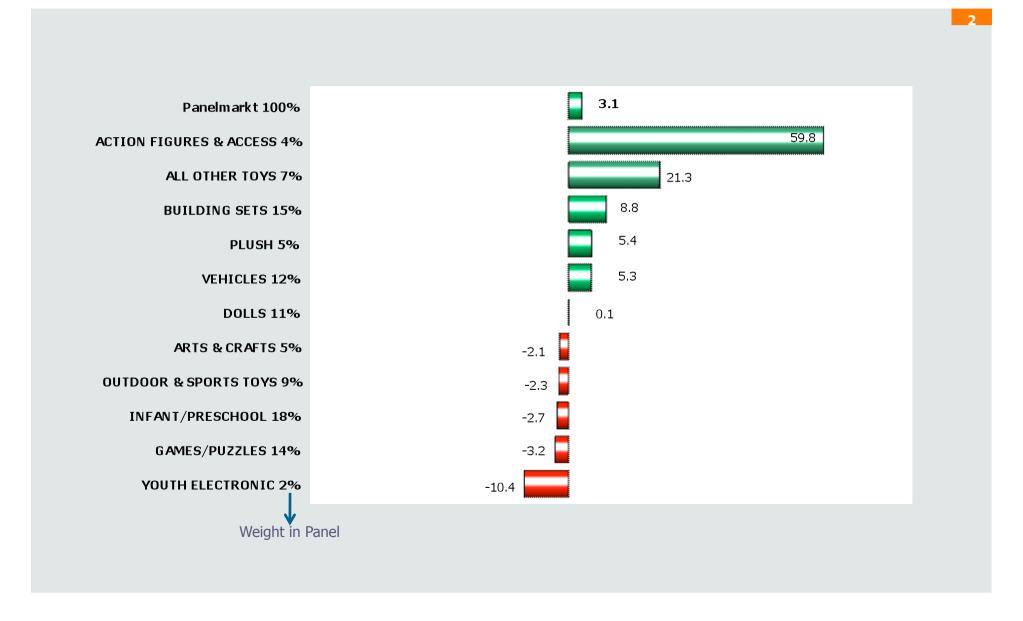




## Evolution categories value

Panelmarket 2009 vs 2008 / Sales value %





## **Evolution categories**

Sales value & units in%



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2.2 5.1	3.5 4.8		1.8 5.8	2.8 6.5
13.9	14.7		6.9	8.1
		■ACTION FIGURES & ACCESS	8.4	9.6
11.0	10.7	□ARTS & CRAFTS □BUILDING SETS	12.2	310
14.0		DOLLS		13.0
14.9	14.0	□GAMES/PUZZLES	11.1 0.6	12.3
19.0	18.0	□INFANT/PRESCHOOL  □YOUTH ELECTRONIC	14.9	0.6
		OUTDOOR & SPORTS TOYS	4.1	16.1
2.5	2.1	□PLUSH ■PVEUECE		4.4
9.0	8.5 5.1	□VEHICLES □ALL OTHER TOYS	12.2	
5.0	11.7			14.2
11.4			22.0	12.4
5.9	6.9			•
2008	2009		2008	2009

Coverage Panel: 68%