

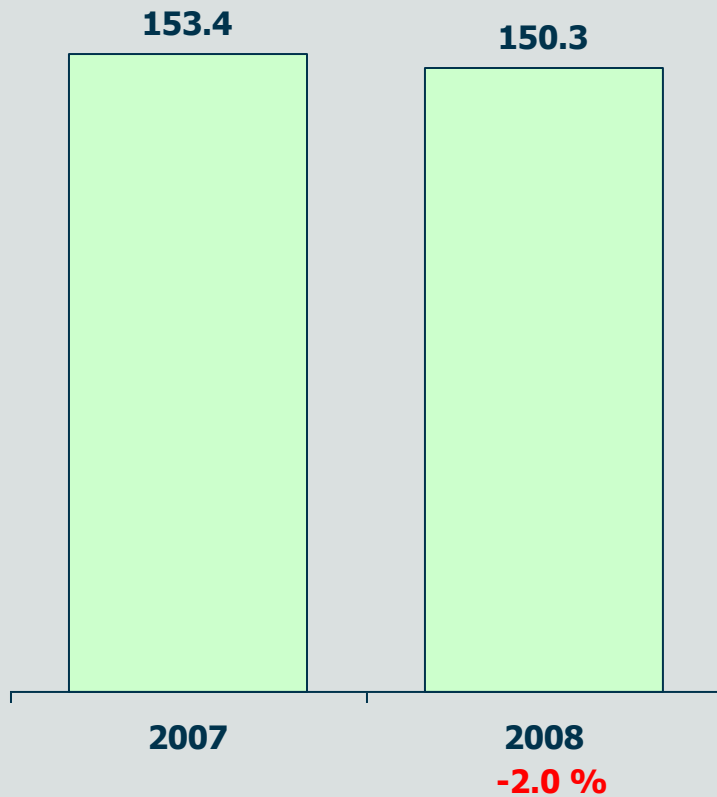
Toys market Switzerland

Price development Jan-Sep 2006

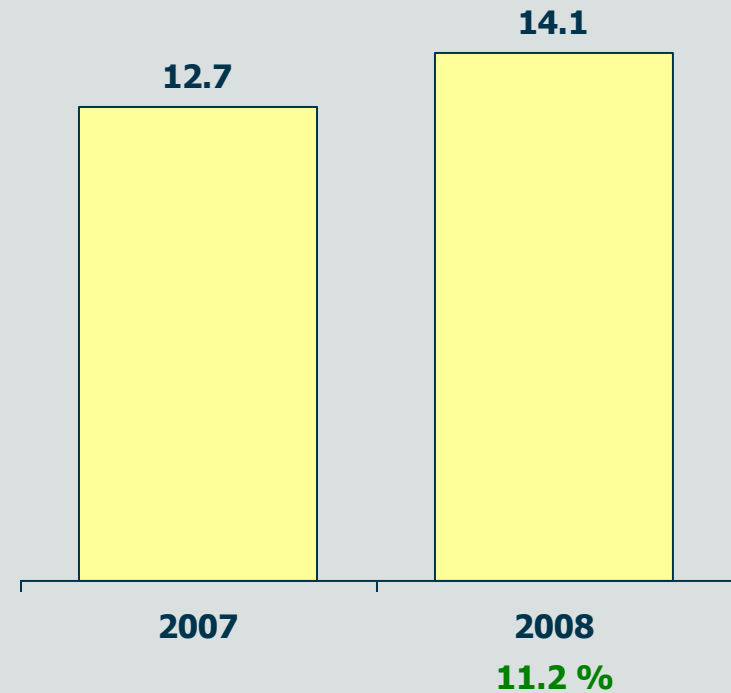
GfK

1

sales value (in mio CHF)



sales units (in mio units)



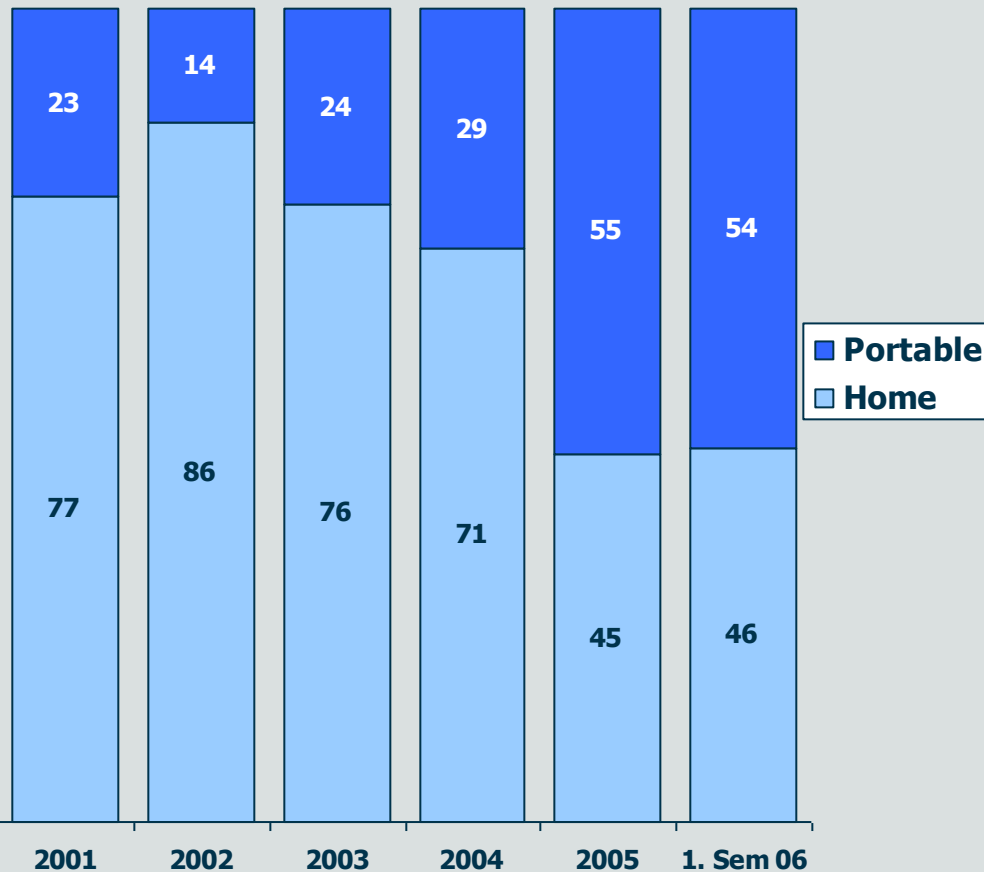
a-price	12.1 CHF	10.7 CHF	-11.8%
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Video Games Hardware – Home vs. Portable

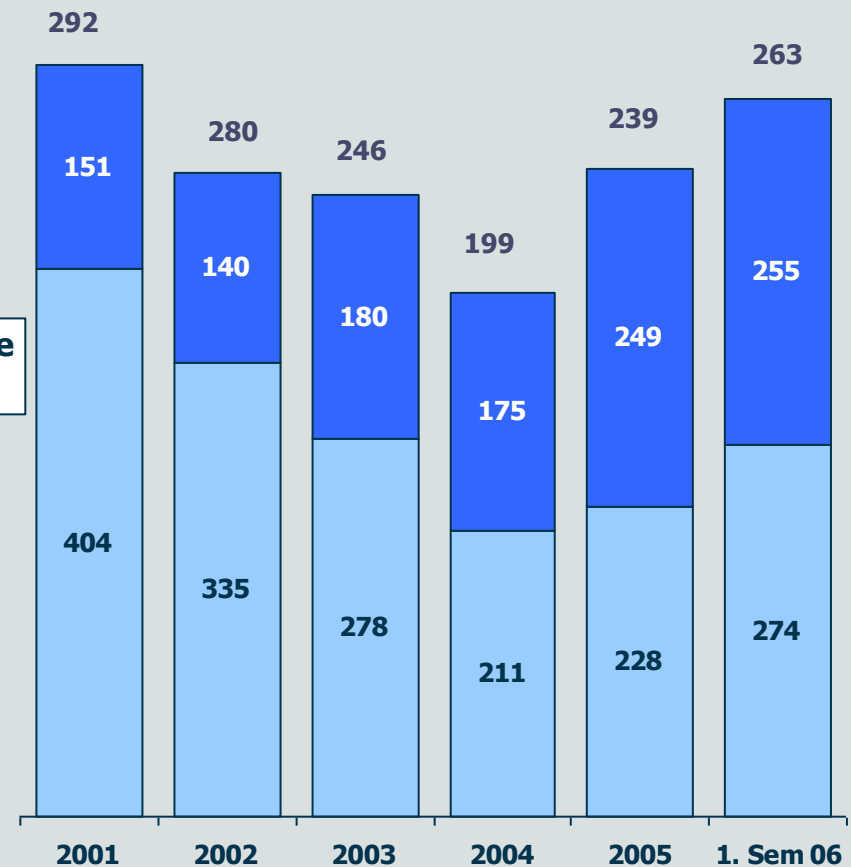
Market development of video games hardware in Switzerland



Sales value in %

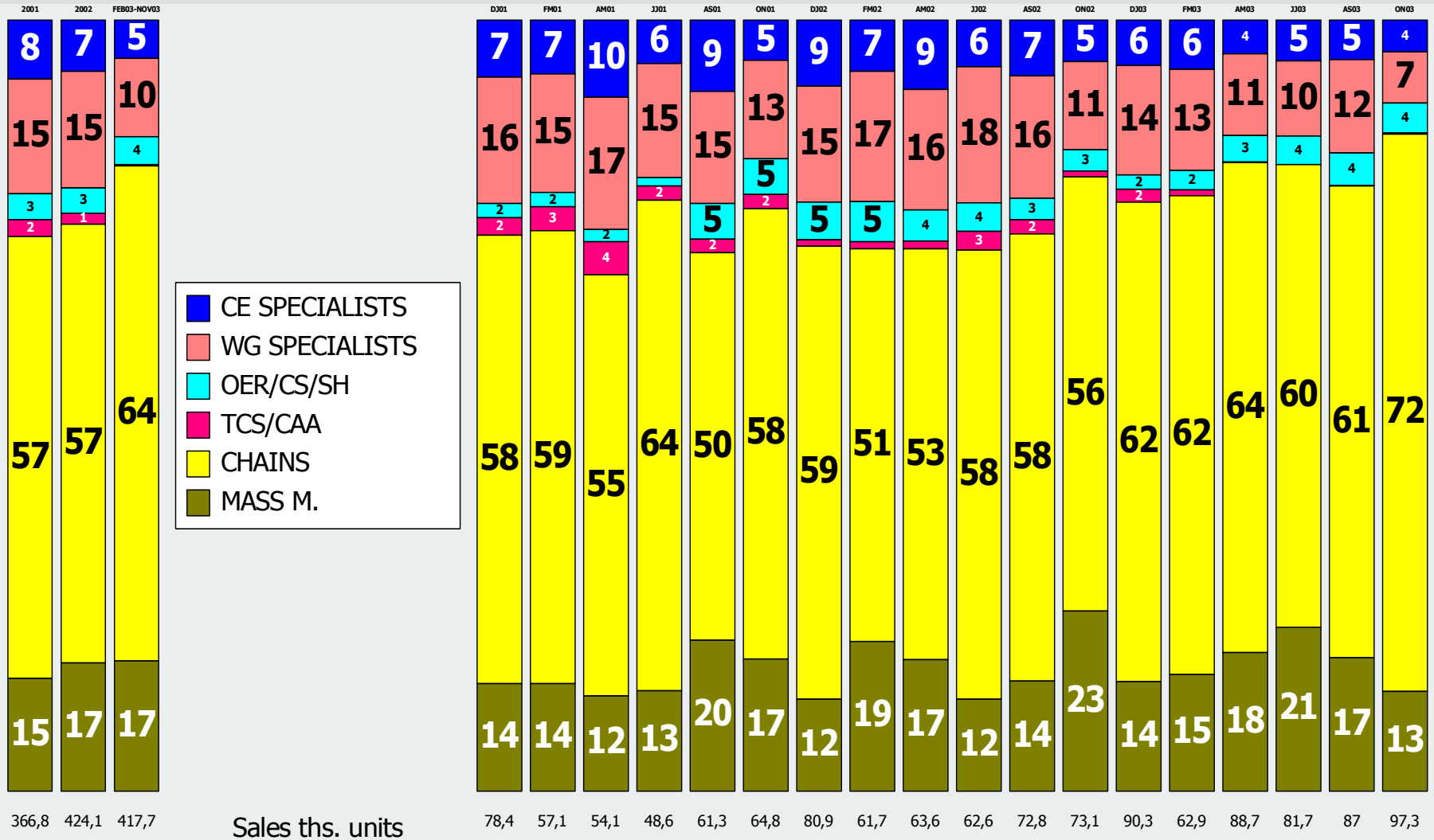


Average price in CHF



Telecommunication – Cordless Phones

Marketshare channels by periods in PM units %
Last 3 years cum & single period



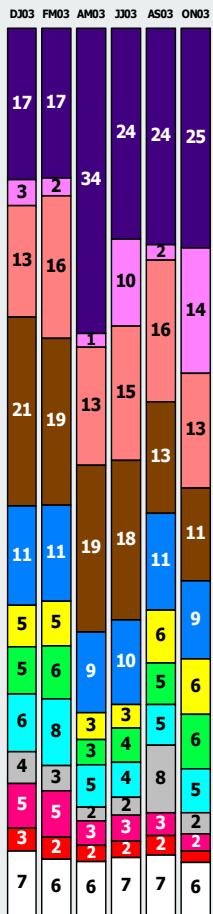
Telecommunication – Cordless Phones

Panelmarket - Marketshare of brands per channel

Sales units % - Last 6 months



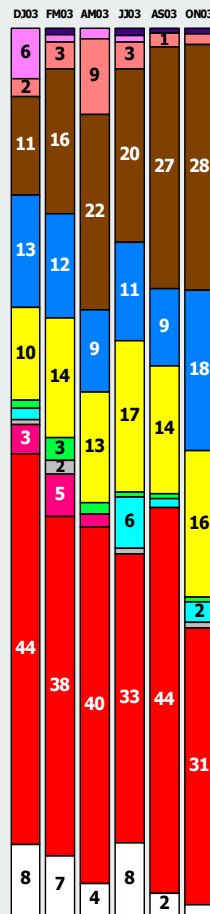
GfK Panelmarket



Sales Units %
Sales ths. units

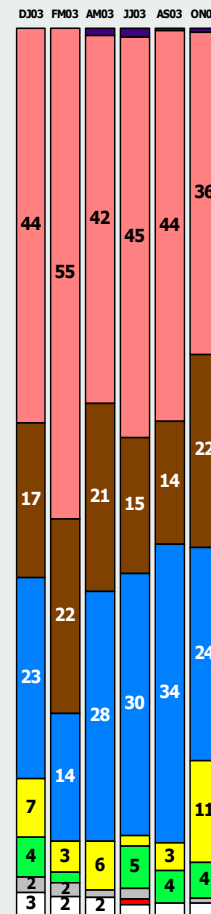
100 100 100 100 100 100
90,3 62,9 88,7 81,7 87 97,3

CE SPECIALISTS



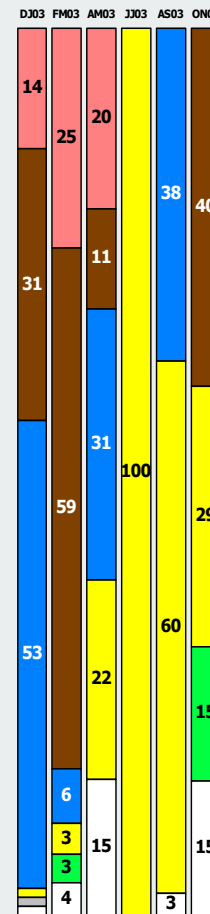
6 6 4 5 5 4
5,3 4 3,9 4,3 4,5 4

WG SPECIALISTS



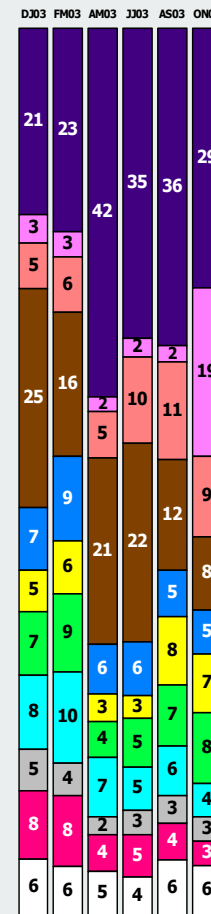
14 13 11 10 12 7
12,8 8,3 9,3 8 10,6 6,5

TCS/CAA



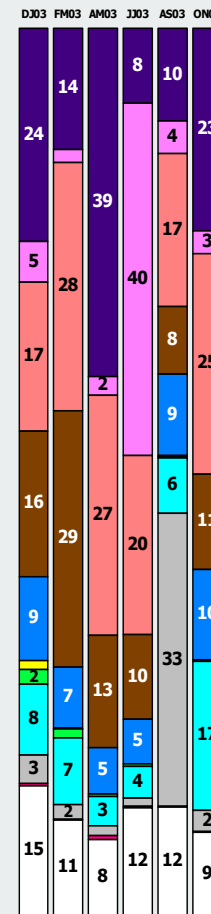
2 1 0 0 0 0
1,5 0,5 0,1 0 0,1 0,1

CHAINS



62 62 64 60 61 72
56,2 39,1 56,3 49 53,3 70,4

MASS M.

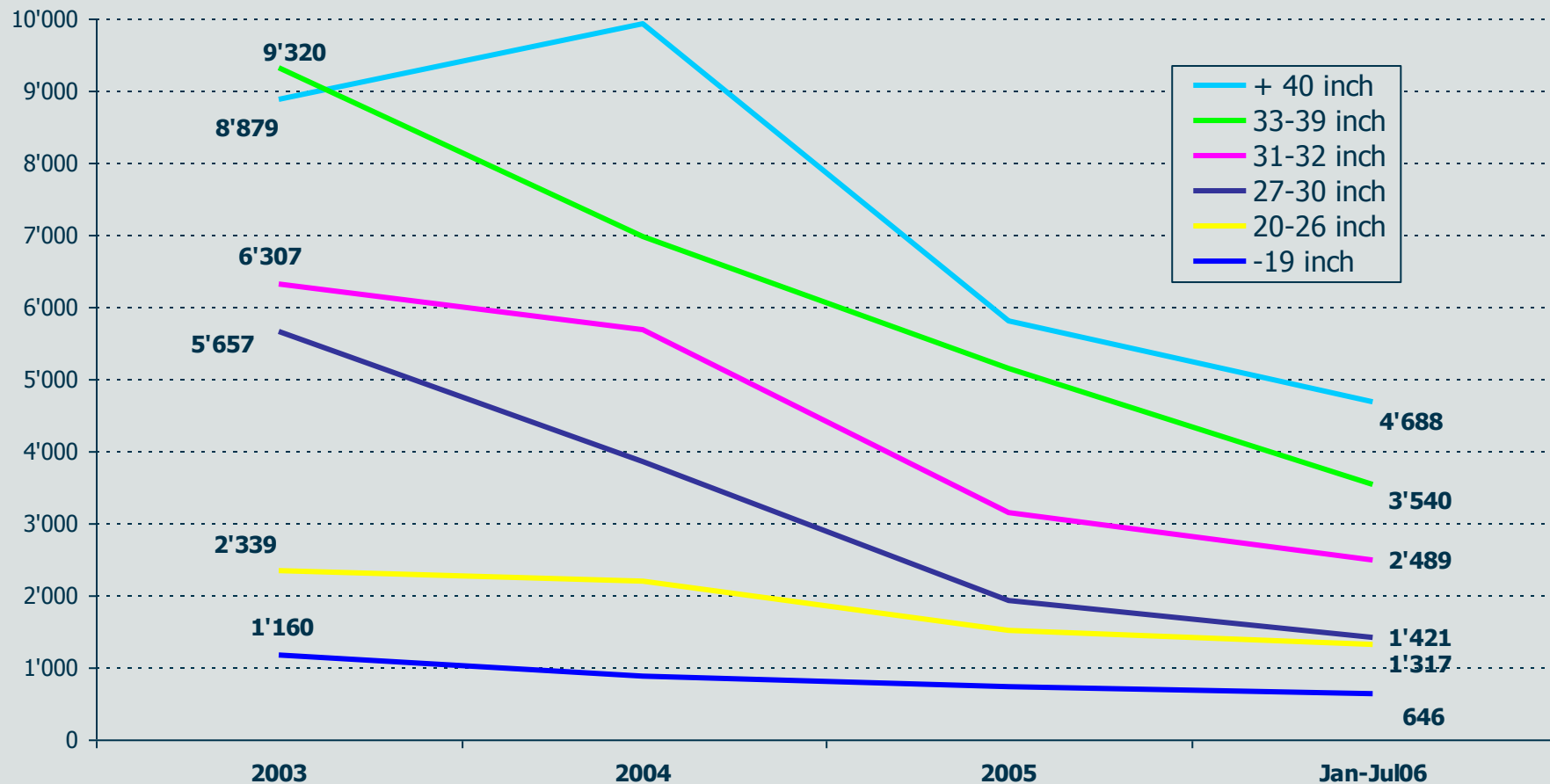


14 15 18 21 17 13
12,8 9,5 15,9 17,4 15 12,6

Consumer Electronics - LCD TV

Price development Swiss market

Prices in CHF



Sport – Skiboots alpine

Price classes per channel

Prices in CHF

