

SAMPLE DATA

Every figure in this document is invented. It comes from 420 synthetic collector responses and 90 dealer responses, and shows the structure of the report, not the market. Real figures follow fieldwork — produced by the same analysis.

DETAILED REPORT 2026 · SAMPLE

What the detailed report looks like

Same chapters, same tables, same arithmetic — with invented answers.

420

Responses

€3,803

Avg. annual budget

49.0 %

Top 10 % share

8

Macro regions

01

Who responded

Every analysis can be split by these attributes. Collector type is derived from two statements, not asked.

BY MACRO REGION

DACH		43,3 %
Southern Europe		11,7 %
United Kingdom		10,2 %
France		9,3 %
Benelux		9 %
Nordics		9 %
Eastern Europe		5 %
Rest of Europe		2,4 %

BY SEGMENT

Both		53,1 %
Trading card games		28,6 %
Sports cards		17,6 %
Other		0,7 %

BY COLLECTOR TYPE

Nostalgic		36,2 %
Casual		26,2 %
Both		20,7 %
Investor		16,9 %

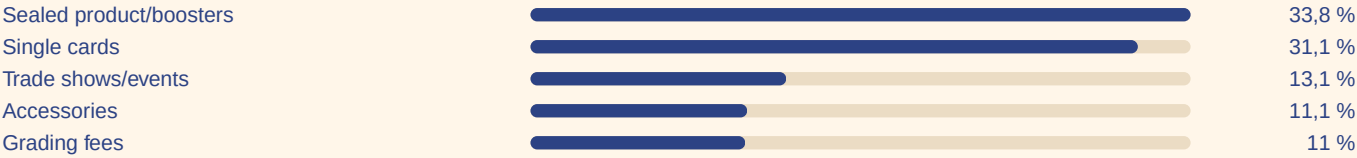
What is being spent

Money questions use bands; calculations use each band's midpoint. The assumption for the open top band is disclosed in the method section.

DISTRIBUTION OF ANNUAL BUDGETS



WHAT THE BUDGET IS SPENT ON



MACRO REGION	N	AVG.	MEDIAN
DACH	182	€4,139	€1,000
Southern Europe	49	€4,673	€1,000
United Kingdom	43	€3,371	€1,000
France	39	€2,051	€1,000
Benelux	38	€5,018	€1,000
Nordics	38	€2,567	€1,000
Eastern Europe n=21 · too thin	21	€3,892	€1,000
Rest of Europe n=10 · too thin	10	€1,998	€1,000

Avg. annual budget by macro region

Whale analysis

How much does the market depend on a few? Respondents ranked by spending; share of total volume held by the top 10 % and 25 %.

MACRO REGION	N	TOP 10 %	TOP 25 %
DACH	182	53.4 %	79.4 %
Southern Europe	49	43.7 %	78.6 %
United Kingdom	43	43.1 %	75.2 %
France	39	50.0 %	74.4 %
Benelux	38	47.2 %	78.7 %
Nordics	38	53.8 %	73.8 %
Eastern Europe n=21 · too thin	21	67.3 %	87.5 %
Rest of Europe n=10 · too thin	10	50.1 %	82.6 %

Concentration by macro region

Country splits

The same question by macro region — the actual difference from the free report.

MACRO REGION	N	PSA	CGC	BECKETT/BGS	NONE
DACH	182	18.1 %	12.1 %	6.0 %	56.6 %
Southern Europe	49	10.2 %	8.2 %	8.2 %	59.2 %
United Kingdom	43	14.0 %	9.3 %	2.3 %	67.4 %
France	39	10.3 %	2.6 %	7.7 %	56.4 %
Benelux	38	15.8 %	2.6 %	5.3 %	71.1 %
Nordics	38	15.8 %	18.4 %	10.5 %	55.3 %
Eastern Europe n=21 · too thin	21	9.5 %	14.3 %	9.5 %	61.9 %
Rest of Europe n=10 · too thin	10	30.0 %	—	—	60.0 %

Grading use by macro region — Cells below 30 responses are marked and never reported on their own.

Cross tabulations

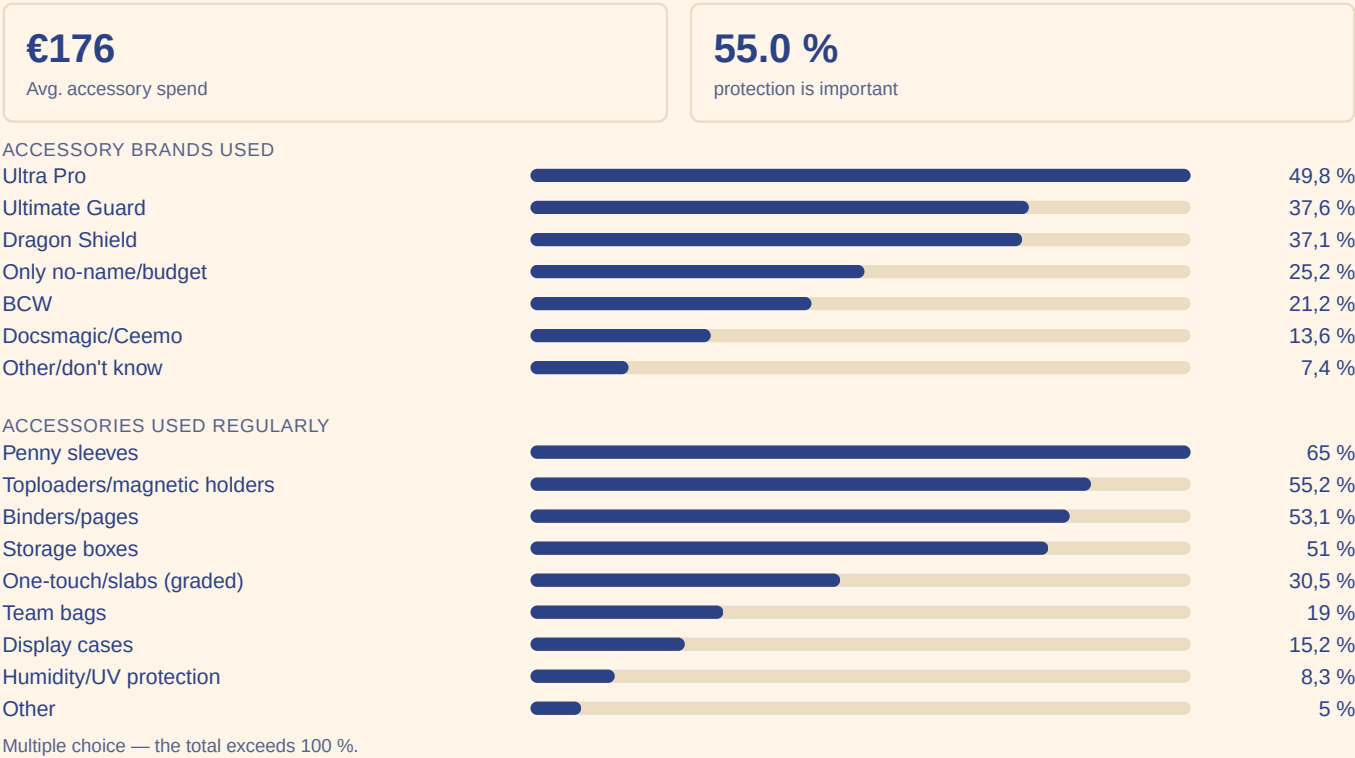
Two attributes at once: who exactly does something, not just how many.

CARD TYPE	N	PSA	CGC	BECKETT/BGS	NONE
Pokémon	219	12.8 %	12.3 %	4.6 %	62.1 %
Soccer/Football	177	16.4 %	9.6 %	6.8 %	57.6 %
Basketball	102	20.6 %	10.8 %	5.9 %	53.9 %
One Piece	92	18.5 %	12.0 %	6.5 %	55.4 %
Magic: The Gathering	91	15.4 %	15.4 %	6.6 %	57.1 %
NFL / American football	88	12.5 %	8.0 %	5.7 %	64.8 %
Yu-Gi-Oh	81	14.8 %	9.9 %	9.9 %	56.8 %
Other TCG	47	19.1 %	10.6 %	4.3 %	55.3 %
Other sports cards (F1, ice hockey etc.)	45	15.6 %	15.6 %	6.7 %	55.6 %
Other n=29 · too thin	29	17.2 %	3.4 %	10.3 %	69.0 %

Row percentages. Several services can be named, so a row sums to more than 100 %.

Accessory brand landscape

Which brands are actually used — and by whom. For an accessory maker this is the directly usable analysis.



The dealer track

A second, shorter questionnaire for commercial sellers. Margin, channel mix and stock turnover are not published anywhere in Europe.

90

dealers

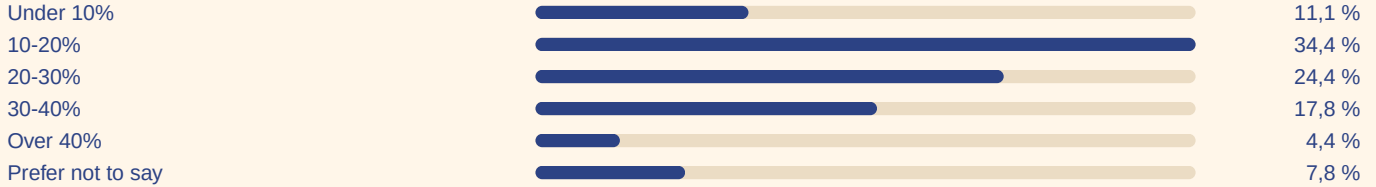
€150,000

Median annual revenue

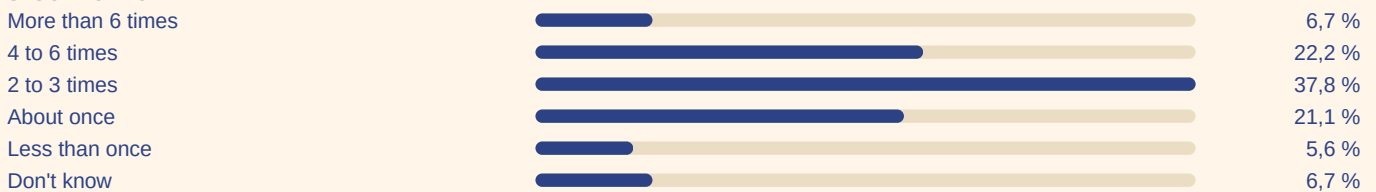
46.7 %

see sealed as a bottleneck

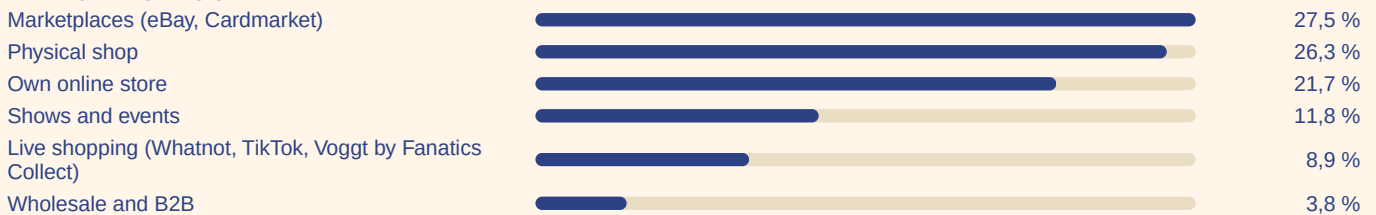
TYPICAL GROSS MARGIN



STOCK TURNOVER PER YEAR



REVENUE BY SALES CHANNEL



REVENUE BY PRODUCT GROUP



Europe-wide there are perhaps 500 to 1,500 relevant dealers. An n of 90 is realistic, not thin — the figures remain indicative.

Additionally in the detailed report

The sample does NOT show these. They are part of the purchased report.

- The complete dealer track — all 18 questions; four of them are shown above
- Cross tabulations for every question, not just the examples shown
- All splits by country, segment and collector type — one of each is shown above
- Accessory brand landscape — which brands are used by which group
- All tables as XLSX — aggregated figures only, never individual answers
- Market volume projection with disclosed assumptions

Method

Non-probabilistic online self-selection, therefore not representative in the statistical sense. The report discloses fieldwork period, channels, exclusion rate, weighting including the source of its targets, and the assumptions behind every projection.

Request the detailed report: study.dashobby.com/en/report-anfrage

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