

Imaging Devices in Chile

Market Direction | 2022-07-22 | 17 pages | Euromonitor

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Report description:

Imaging devices is predicted to see a further fall in demand in 2022 in a continuation of a trend already present in Chile due to rising digitalisation in the country. Not even access to additional funds such as the 10% withdrawals from the pension system and cash subsidies offered by the government have managed to halt the decline of this category. Digital cameras are being replaced by smartphone cameras which now offer greater functionality and higher technology. Smartphones not only take qual...

Euromonitor International's Imaging Devices in Chile report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Digital Camcorders, Digital Cameras.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Imaging Devices market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Premiumisation of digital cameras to offset fall in demand

Sales of digital camcorders decline for fourth consecutive year in 2022

Canon retains lead of imaging devices, closely followed by GoPro, Sony and Microlab

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Promotional strategies to be utilised by players to gain advantageous positioning

E-commerce growth proves to be useful tool to attract consumers

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