

Imaging Devices in South Africa

Market Direction | 2022-08-05 | 19 pages | Euromonitor

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Report description:

Following a monumental decline in 2020 when South Africans were ordered to remain at home as cases of the COVID-19 virus rapidly spread throughout the country, imaging devices witnessed improving demand in 2021. Somewhat surprisingly, the recovery continues in 2022, although retail volume sales are unlikely to return to pre-pandemic levels over the year. The category is being driven by greater freedom of movement, as all pandemic-related lockdown restrictions were removed mid-2022. As a result,...

Euromonitor International's Imaging Devices in South Africa 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

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reliable information resources to help drive informed strategic planning.

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Imaging devices continues recovery in 2022, driven by lifting of COVID-19 lockdown restrictions

Negative impact of smartphone usage and rising unit prices

Canon strengthens leadership, while Go-Pro gains in digital camcorders

PROSPECTS AND OPPORTUNITIES

Growth of imaging devices expected to be short-lived, driven by enhanced quality of smartphone cameras

Higher-end cameras set to overtake "point-and-shoot", while Go-Pro and other action camcorders expected to gain further ground

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