

Imaging Devices in Norway

Market Direction | 2022-08-10 | 17 pages | Euromonitor

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Report description:

While there was a small rebound in the demand for digital camcorders in 2021, imaging devices is set to continue the review period trend of strong decreases in retail volume sales over 2022. The ongoing drop in retail volume sales is tied strongly to smartphone substitution. Manufacturers of smartphones are placing greater emphasis on camera and video quality in terms of new product developments, to the extent that smartphones can easily meet the imaging device needs of most households. With high...

Euromonitor International's Imaging Devices in Norway 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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Euromonitor International
August 2022

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IMAGING DEVICES IN NORWAY

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Ongoing fall in volume sales as consumers shift to smartphones for their imaging needs

Substitution, rising costs and high-tech preference exert upward pressure on prices of digital cameras

Return for analogue?

PROSPECTS AND OPPORTUNITIES

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Return to pre-pandemic lifestyles offers more usage opportunities for imaging devices

Higher manufacturer costs and focus on higher-tech devices to push up prices

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