

## **Imaging Devices in Vietnam**

Market Direction | 2022-08-08 | 18 pages | Euromonitor

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### **Report description:**

Despite more and more young Vietnamese people participating on social media platforms such as YouTube and TikTok the demand for imaging devices continues to drop at a rapid pace in 2022. Additionally, while consumers have started to travel and take part in outdoor activities again in 2022, and thus having more opportunities to create content, demand for imaging devices has still dropped. The main factor behind the ongoing decline of imaging devices in Vietnam is the growing competition these pro...

Euromonitor International's Imaging Devices in Vietnam 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.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
August 2022

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Continued decline in demand for imaging devices as competition from smartphones intensifies  
Canon Vietnam continues lead thanks to investment in new innovations and reputation for quality  
Photography enthusiasts continue to seek out imaging devices

#### **PROSPECTS AND OPPORTUNITIES**

Smartphone connectivity expected to become a standard  
The return of tourism should present some sales opportunities for the category  
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