

Imaging Devices in Romania

Market Direction | 2022-09-05 | 19 pages | Euromonitor

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Report description:

Imaging devices is expected to register strong declines in retail volume sales in 2022. The main factor behind the long-term decline in imaging devices is the strong and growing competition from smartphones, which feature increasingly sophisticated and high-performance cameras. Romanians are increasingly inclined to use their mobile phones to take photographs. Despite the lifting of pandemic-related restrictions and consumers resuming travel, sales of imaging devices continue to decline. Higher...

Euromonitor International's Imaging Devices in Romania 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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IMAGING DEVICES IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Long-term decline set in motion by growing sophistication of smartphone cameras and video recorders

Retailers increase omnichannel presence to capture shrinking consumer base

Global players grow in strength in a shrinking category as savvy consumers focus on brands renowned for quality, performance and innovation

PROSPECTS AND OPPORTUNITIES

Smartphones continues to cannibalise sales of imaging devices, although demand remains in place for more professional products

Demand from professionals maintains sales as amateurs move to smartphones

Growth in vlogging offers opportunities for manufacturers

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