

Imaging Devices in the Czech Republic

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

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Report description:

Technological developments in the consumer electronics industry including miniaturisation of sensors and extensive use of smart gadgets is anticipated to positively impact category growth in 2022. For instance, in recent years there has been continued interest amongst Czech consumers for small, lightweight, and mountable action cameras that are easily portable and versatile. The new generation of action cameras often has add-ons that allow connection to Wi-Fi and other devices. The pioneer of ac...

Euromonitor International's Imaging Devices in Czech Republic 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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Demand for action cameras is driven by relaxation of pandemic restrictions and desire to create good social media content

Digital cameras remain under threat from smartphones with

Ultra HD feature drives volume sales of digital camcorders

PROSPECTS AND OPPORTUNITIES

Heightened price-sensitivity and smartphone competition to limit future sales

Players to add value and diversify into alternate categories to sustain revenue

Despite small shift towards appliances and electronics specialists, e-commerce will retain its dominant lead

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