

## **Imaging Devices in Thailand**

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

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### **Report description:**

Imaging devices remains in decline in terms of volume sales in 2022, losing out to smartphones with increasingly sophisticated cameras. Both digital cameras and digital camcorders are in double-digit decline, with digital camcorders seeing a much deeper drop than in 2021.

Euromonitor International's Imaging Devices in Thailand 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

September 2022

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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Competition from smartphones prevents positive growth in imaging devices

GoPro leads, and Sony and Canon shift to SLR cameras

Brands begin to focus on specific consumer groups with targeted devices and functionalities

##### PROSPECTS AND OPPORTUNITIES

Smartphones leave no room for significant growth in imaging devices

Niche consumer base to become target for players focused on high-end products

Appliances and electronics specialists maintains distribution lead but retailers may need to diversify to remain competitive

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