

Imaging Devices in France

Market Direction | 2022-10-10 | 19 pages | Euromonitor

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Report description:

Declining sales trends continue in imaging devices in 2022, following a slight improvement seen in 2021 (as pandemic restrictions started to lessen) compared to 2020 (in lockdown). However, this was only a small upwards trend considering that imaging devices have been in decline for a decline, due to the growing use of smartphones for taking photographs and recording video. While the picture quality of dedicated digital cameras and camcorders may be superior to that of smartphones, this gap is...

Euromonitor International's Imaging Devices in France 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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IMAGING DEVICES IN FRANCE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Declining sales trends in imaging devices continue, due to ongoing cannibalisation from smartphones

As some players leave the category, others invest in specialised models to stand out as "professional"

GoPro maintains its unchallenged lead in digital camcorders

PROSPECTS AND OPPORTUNITIES

Overall declines expected, in line with improvements in smartphone cameras

"Mirrorless" cameras continue to see some opportunities with new launches expected

E-commerce and omnichannel models will continue to grow, with "showrooming" an ongoing trend

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