

## **Imaging Devices in China**

Market Direction | 2023-01-09 | 18 pages | Euromonitor

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### **Report description:**

Imaging devices saw a slight retail volume decline in 2021, and is expected to fall further in 2022. The category is still facing the impact of chip shortages and supply chain disruptions as a result of the global pandemic. The shortages became more severe from the second half of 2021, and were not greatly alleviated in 2022, as reported by many manufacturers in China, including Fuji. The chip shortage hit mid-range and low-end products from Sony and Fuji the hardest, with retro models and more...

Euromonitor International's Imaging Devices in China 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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## Table of Contents:

Imaging Devices in China  
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List Of Contents And Tables

### IMAGING DEVICES IN CHINA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Volume decline in 2022, due to supply shortages and saturation

Digital camcorders shows resilience, driven by the demand from gen Z for self-expression

Strategic shift towards mirrorless cameras, responding to consumer demand

#### PROSPECTS AND OPPORTUNITIES

New technologies will continue to focus on mirrorless flagship models

#### CATEGORY DATA

Table 1 Sales of Imaging Devices by Category: Volume 2017-2022

Table 2 Sales of Imaging Devices by Category: Value 2017-2022

Table 3 Sales of Imaging Devices by Category: % Volume Growth 2017-2022

Table 4 Sales of Imaging Devices by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Imaging Devices: % Volume 2018-2022

Table 6 LBN Brand Shares of Imaging Devices: % Volume 2019-2022

Table 7 Distribution of Imaging Devices by Channel: % Volume 2017-2022

Table 8 Forecast Sales of Imaging Devices by Category: Volume 2022-2027

Table 9 Forecast Sales of Imaging Devices by Category: Value 2022-2027

Table 10 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Imaging Devices by Category: % Value Growth 2022-2027

### CONSUMER ELECTRONICS IN CHINA

#### EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What is next for consumer electronics?

#### MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 13 Sales of Consumer Electronics by Category: Value 2017-2022

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 21 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Table 22 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

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## SOURCES

### Summary 1 Research Sources

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