

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

Strategic shift towards mirrorless cameras, responding to consumer demand

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## SOURCES

### Summary 1 Research Sources

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