

Imaging Devices in Argentina

Market Direction | 2023-07-28 | 20 pages | Euromonitor

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Report description:

The pressure on household incomes due to the very high inflation that has plagued Argentinian society for some time continued to discourage consumers from investing in imaging devices during 2023. However, economic uncertainty and the erosion of purchasing power were not the only reasons for falling sales of digital cameras and digital camcorders during the year. Portability has emerged as the most desirable attribute for consumer electronics devices among local consumers and digital cameras and...

Euromonitor International's Imaging Devices in Argentina 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 ARGENTINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further sales declines as portability is not enough to prevent falling demand

Nikon and Sony rely on mono-brand stores combined with chained retailers

Sony remains by far the leading name in imaging devices

PROSPECTS AND OPPORTUNITIES

Photography enthusiasts to become a more important consumer base as sales drop

Improvements to smartphone cameras to continue eroding sales of imaging devices

Action cameras to become increasingly crucial for overall sales of digital camcorders

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