

## **Imaging Devices in Colombia**

Market Direction | 2023-07-25 | 17 pages | Euromonitor

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### **Report description:**

In 2023, a decline in consumer purchasing power amid rising inflation and the devaluation of the Colombian peso in relation to the dollar is impacting sales of imaging devices, though not to the same extent as other consumer electronics. The biggest challenge facing the category is the ongoing advancement of smartphone cameras, whose advanced functions are replacing digital cameras to a large extent.

Euromonitor International's Imaging Devices in Colombia 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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Volume sales stagnate in 2023 as consumer purchasing power declines

Digital camcorders sees a few new entrants as their popularity dwindles

Canon leads the category in 2023, closely followed by GoPro

##### PROSPECTS AND OPPORTUNITIES

Innovation will be essential to avoid further decline over the forecast period

Smartphones will continue to attract consumers through multifunctionality and accessible, high-quality cameras

Aggressive pricing and channel penetration will be key to growth

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