

Imaging Devices in Morocco

Market Direction | 2023-07-26 | 16 pages | Euromonitor

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Report description:

Imaging devices is expected to be the worst performing consumer electronics category in 2023. Continuing advances in smartphone cameras are leading to a decline in imaging devices, to the extent that some smartphones can meet the imaging device needs of many households. As a result, consumers do not perceive the need to purchase a separate imaging device. This is also aligned with the broader rejection trend of task-specific consumer electronics. Consumer preference is for versatile, multifuncti...

Euromonitor International's Imaging Devices in Morocco 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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
July 2023

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Digital cameras and digital camcorders each face strong volume contractions

Canon retains its category lead due to its wide portfolio across different price points

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Lifting of restrictions offers some opportunities for digital camcorders

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