

Imaging Devices in Saudi Arabia

Market Direction | 2023-07-28 | 21 pages | Euromonitor

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Report description:

Growth for digital cameras and camcorders continues its downward trajectory, owing to the mass consumer preference for smartphone cameras, coupled with continuous technology upgrades in the newer models of digital cameras pushing up prices. Meanwhile, in smartphones, we see year-on-year upgrades in smartphone camera technology, without skyrocketing price hikes to go with these upgrades. Overall, this has enabled the majority of consumers to use smartphone cameras for their photography and video...

Euromonitor International's Imaging Devices in Saudi Arabia 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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Camera manufacturers target niche audiences with product upgrades

Average unit prices for digital cameras are pushed up

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Key players to continue refining the technology provision in imaging devices

Mirrorless cameras will attract attention in line with ongoing developments

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