

Imaging Devices in Thailand

Market Direction | 2023-07-26 | 19 pages | Euromonitor

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Report description:

Retail sales of imaging devices continued to decline in volume terms in 2023, due to cannibalisation from smartphone cameras. While the quality of a smartphone camera is typically inferior to a dedicated digital camera or camcorder, for most local consumers, it is adequate for their photography needs, as well as being less bulky to carry around. Indeed, the quality of smartphone cameras steadily improved over the course of the review period, with some smartphone manufacturers, such as Apple and...

Euromonitor International's Imaging Devices in Thailand 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Popularity of smartphone photography cannibalises sales of imaging devices

Imaging devices continue to have niche appeal

GoPro leads, while other players shift to premium-positioned products

PROSPECTS AND OPPORTUNITIES

Sales of imaging devices will continue their downward slide

Focus on DSLR and mirrorless camera segments

Appliances and electronics specialists will continue to dominate distribution, but retailers may need to diversify, or switch to online retailing, to remain competitive

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