

## **Imaging Devices in the US**

Market Direction | 2023-07-25 | 23 pages | Euromonitor

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### **Report description:**

The negative sales trends that were recorded across imaging devices in 2023 offer a clear indication that the shift away from these products is far more pronounced in digital camcorders than it is in digital cameras. While both categories are experiencing falling demand, when we examine the background trends influencing sales across imaging devices as a whole, it becomes apparent that digital cameras continue to play a significant role in the lives of many American consumers, while camcorders ha...

Euromonitor International's Imaging Devices in USA 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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