

Imaging Devices in China

Market Direction | 2023-08-09 | 18 pages | Euromonitor

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Report description:

Imaging devices remains in volume declines in 2023. On one hand, the category has gradually recovered from the impacts of chip shortage and supply chain disruptions, as a result of the global pandemic, which have since steadily returned to normal. On the other hand, with the improvement seen in smartphone photography technology, traditional digital cameras are suffering from the external threats of these competing products - especially as the competitors are multifunctional devices and thus seen...

Euromonitor International's Imaging Devices in China 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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IMAGING DEVICES IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Imaging devices see volume declines, due to category saturation and high prices

Strategic shift towards mirrorless cameras, responding to consumer demand

Digital camcorders maintain a steady growth, driven by demand from Gen Z for self-expression and the increase in sports enthusiasts

PROSPECTS AND OPPORTUNITIES

New technologies will continue to be given priority for mirrorless models

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