

Imaging Devices in Sweden

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

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Report description:

Sales of imaging devices are seeing a sharp decline in retail volume terms in 2023 as the category continues to lose its appeal. Consumers are increasingly satisfied with the growing sophistication of the imaging capabilities of smartphones and thus see little need for separate imaging devices. As a result, manufacturers of digital cameras and camcorders are increasingly relying on a niche consumer audience of professionals and serious amateur enthusiasts. Manufacturers of imaging devices are th...

Euromonitor International's Imaging Devices in Sweden 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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IMAGING DEVICES IN SWEDEN

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Imaging devices losing mass appeal with growing focus on professionals and serious enthusiasts

Smartphones cannibalising sales of imaging devices thanks to increasingly sophisticated camera features

Travel and action cams still hold some appeal

PROSPECTS AND OPPORTUNITIES

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Prices expected to rise as products become more sophisticated and advanced to reflect the market demand

Improved travel opportunities could present some opportunities for growth

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