

Imaging Devices in Hong Kong, China

Market Direction | 2023-08-29 | 17 pages | Euromonitor

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Report description:

Digital camcorders are seeing positive volume growth in 2023, thanks to the return of out-of-home lifestyles and travel, whereby consumers enjoy recording their adventures. On the other hand, digital cameras continue to face competition from smartphone cameras, despite seeing a sales rebound following the event of the pandemic. Smartphone cameras suffice for the photography needs of the majority of consumers, especially as we are seeing ongoing improvements in the quality of smartphone cameras.

Euromonitor International's Imaging Devices in Hong Kong, 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.

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