

## **Imaging Devices in Chile**

Market Direction | 2024-07-17 | 17 pages | Euromonitor

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### **Report description:**

Demand for imaging devices in Chile continues to decline. These devices are gradually being replaced by competing products that are considered more convenient and offer better functionality. This substitution trend is mainly driven by smartphones, with the latter continuously improving their photographic and video capabilities. This is resulting in a continual decline in sales of both digital cameras and digital camcorders, meaning that these products now target a niche consumer group. Hence, th...

Euromonitor International's Imaging Devices in Chile 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Euromonitor International  
July 2024

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Social media is leading the way for Generation Z to become a new consumer group  
Canon retains category lead ahead of GoPro

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Action cameras will continue to offer potential for future growth  
Social media is an important tool to boost the category  
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