

Imaging Devices in China

Market Direction | 2024-07-17 | 18 pages | Euromonitor

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Report description:

After a year of dynamic growth in 2023, sales of imaging devices in China are expected to stabilise in 2024, with both retail volume and current value sales expected to see moderate declines. On the one hand, giants in imaging devices, such as Canon and Nikon, have been diversifying their portfolios outside of imaging devices, in response to the increasing use of smartphones for taking photographs and videos. They are shifting their focus towards sectors such as medical equipment and optical com...

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.

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Euromonitor International
July 2024

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IMAGING DEVICES IN CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Despite supply constraints, volume sales of imaging devices see only a moderate decline

Sustained strong demand for mirrorless cameras results in increasing unit prices and technological advances

Cost-effectiveness has become key to winning the favour of consumers in digital camcorders

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Competition from smartphones will limit the growth potential of digital cameras

Segmentation set to help players minimise the decline of digital cameras

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