

Imaging Devices in the US

Market Direction | 2024-07-16 | 22 pages | Euromonitor

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Report description:

In 2024, consumer spending on digital cameras in the US has remained cautious amidst persistent economic uncertainty, with retail volume sales expected to continue to decline. The broader economic landscape and shifting consumer spending behaviours have significantly contributed to dampening sales of digital cameras. Consumers have become increasingly cautious in their discretionary spending, particularly when it comes to high-priced electronics such as digital cameras. This trend reflects a lar...

Euromonitor International's Imaging Devices in USA 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 THE US

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Cautious spending on digital cameras as consumers continue to use their smartphones for pictures and videos

Despite growth for digital camcorders, this will not be sustained over the forecast period

DJI Osmo Pocket 3 launch attracts some vloggers away from smartphones

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Enhanced connectivity in digital cameras and camcorders could help drive sales

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