

Imaging Devices in Argentina

Market Direction | 2024-07-25 | 18 pages | Euromonitor

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Report description:

The volume of sales in imaging devices has been falling steadily for more than a decade. This ongoing decline in 2023 and 2024 is not solely due to the economic recession but also to shifting consumption patterns. The primary reason for the downturn is the increased attractiveness of smartphones as imaging devices since brands began incorporating high-quality cameras into them over ten years ago. This trend aligns with the improvement in camera quality on smartphones over the past 10 to 15 years...

Euromonitor International's Imaging Devices in Argentina 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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More than a decade of decline

Official and informal exchange rate gap affected sales

Sony strengthened its solid leadership

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Improved cameras in smartphones will negative affect sales of imaging devices

High-end models will push up the average unit price of digital cameras

Innovative action cameras will mitigate the decline in sales of camcorders

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