

Imaging Devices in Italy

Market Direction | 2024-07-31 | 23 pages | Euromonitor

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Report description:

Imaging devices remains in a structural slump in Italy in 2024, due to ongoing competition from ubiquitous smartphones. Indeed, such multi-functional digital devices have become ever-more prevalent since the era of the pandemic, as people turned to their smartphones for work, study, shopping, entertainment and socialising. Even though the pandemic is now over, people continue to spend a significant and, indeed, increasing amount of time on their smartphones. Reasons for this include social media...

Euromonitor International's Imaging Devices in Italy 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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2024 DEVELOPMENTS

Imaging devices remains in a structural slump, as brands partner with smartphone players as a sales strategy

Sales events such as "Black Friday" remain important for generating sales

Sales of imaging devices remain somewhat dependent on holidays and events

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