

Imaging Devices in Nigeria

Market Direction | 2024-07-31 | 16 pages | Euromonitor

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Report description:

In 2024, the high cost of living and inflationary pressures are significantly impacting the demand for imaging devices in Nigeria. The steep rise in prices has led to a strong decline in the sales of imaging devices, as consumers' purchasing power has been eroded. Even professional photographers are finding it difficult to acquire digital cameras and have resorted to renting cameras for their shoots. The overall economic climate has thus been unfavourable for the product area, contributing to a...

Euromonitor International's Imaging Devices in Nigeria 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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IMAGING DEVICES IN NIGERIA

KEY DATA FINDINGS

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Price increases leading to decline in demand for imaging devices
Canon and Nikon lead due to quality and affordability
Increased smartphone penetration negatively impacts imaging devices

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Canon and Nikon to maintain dominance
E-commerce to boost sales for less established brands

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