

Imaging Devices in Brazil

Market Direction | 2024-10-10 | 19 pages | Euromonitor

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Report description:

2023 witnessed a surprising return to growth for imaging devices in Brazil in retail volume terms, and this trend is set to be maintained in 2024, thanks to growth for digital cameras, and a slower decline for digital camcorders. While smartphones continues to dominate when it comes to taking photos and recording video, the growing consumer interest in nostalgic products has carved out a unique space for imaging devices. This trend particularly appeals to Gen Z, many of whom are drawn to the ret...

Euromonitor International's Imaging Devices in Brazil 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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