SCOTTS
INTERNATIONAL

Digital Camera - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-02-09 | 161 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License $4750.00
- Team License (1-7 Users) $5250.00
- Site License $6500.00
- Corporate License $8750.00

Report description:

Digital Camera Market Analysis

Digital camera market size in 2026 is estimated at USD 10.19 billion, growing from 2025 value of USD 9.74 billion with 2031 projections showing USD 12.78 billion, growing at 4.62% CAGR over 2026-2031.

Signaling that the market size is expanding faster than many adjacent imaging categories. Manufacturers have repositioned hardware as purpose-built tools for professionals and creators, allowing average selling prices to climb even as unit volumes trail smartphone adoption. Asia-Pacific's prominence, Canon's 22-year lens leadership, and creator-economy dynamics collectively illustrate how premium hardware, AI-powered features, and social-media workflows drive the digital camera market forward. Competitive intensity now centers on computational autofocus and live-stream integration rather than price alone, while supply-chain shocks from semiconductor shortages and 24-46% U.S. tariffs have nudged retail prices 20-40% higher across leading brands. China's 213% surge in compact-camera shipments, the tourism rebound, and the proliferation of full-frame sensors underscore how the digital camera market is successfully reframing its value proposition as complementary to mobile photography.

Global Digital Camera Market Trends and Insights

Creator-economy demand for hybrid photo-video equipment

The creator economy is on pace to double, spawning a buyer cohort that expects cinematic 8K60p, livestream-ready codecs, and seamless TikTok exports. Canon's EOS R5 Mark II, with internal 8K RAW and Cinema EOS workflow hooks, targets this prosumer base. Viral demand for PowerShot G7X Mark III five years post-launch shows how social media extends product life cycles when specific features resonate with influencers. As workflows blur between stills and video, manufacturers must embed connectivity and mobile apps into every flagship.

Shift from DSLR to high-margin mirrorless systems.

Mirrorless cameras confirm that the digital camera market is migrating toward architectures that support AI firmware updates and silent shutters. Canon's EOS R1 exemplifies this shift by combining dual-DIGIC processors with 40 fps burst to justify premium pricing. Average selling prices rose 200% in five years as brands harvested higher gross margins from fewer, better-equipped bodies. Software-hardware integration now underpins competitive advantage, and the mirrorless roadmap extends into fast-growing video workflows.

Smartphone computational-photography cannibalization

Samsung's Galaxy S23 Ultra packs a 200 MP sensor with pixel binning that produces share-ready images rivaling entry-level cameras, eroding beginner demand. Vivo's X90 Pro adds a 1-inch sensor, further squeezing point-and-shoot relevance. Camera makers must emphasize interchangeable lenses, low-light superiority, and optical ergonomics to maintain audience segments impervious to smartphone convenience.

Other drivers and restraints analyzed in the detailed report include:

AI-driven autofocus and subject-tracking breakthroughsPost-COVID tourism rebound boosting premium camera salesExpansion of rental and subscription models lowering unit demand

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Interchangeable systems accounted for 59.62% of the digital camera market size in 2025 and will expand at a 5.52% CAGR through 2031 as photographers view lens collections as long-term assets. Canon's 22-year lens dominance underscores lock-in economics that deter brand switching and reinforce ecosystem value.

The lens-mount moat protects margins because users purchase multiple lenses over a body's lifespan, stabilizing revenue even if annual body shipments fluctuate. Built-in lens models remain relevant in compact and action categories where ruggedness and pocketability outweigh optical flexibility, ensuring the digital camera market still serves both convenience-centric and performance-centric niches.

Mirrorless captured 57.85% digital camera market share in 2025, outpacing DSLRs on a 6.23% CAGR to 2031. Canon, Nikon, and Sony all debuted flagship mirrorless bodies in 2024-2025, confirming total industry commitment USA.

DSLR decline is accelerating as R&D budgets shift entirely to mirrorless. Compact and 360-degree cameras carve out adjacent growth via social media virality, as DJI's Pocket 3 tripled sales to RMB 80 million (USD 11.2 million) in a single month. Action cameras, therefore, complement mirrorless dominance rather than compete directly, keeping the digital camera market diversified across use cases.

The Digital Camera Market Report is Segmented by Lens Type (Built-In, Interchangeable), Camera Type (Compact Digital Camera, DSLR, Mirrorless, Action/360), End User (Professional Photographers, Prosumers/Enthusiasts, and More), Sensor Size (Medium Format, Full-Frame, and More), and Geography (North America, South America, Europe, Asia-Pacific, Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

Asia-Pacific contributed 31.42% of the digital camera market size in 2025 and is advancing at 5.76% through 2031. China transitioned from a manufacturing hub to a consumption powerhouse as Xiaohongshu delivered 1.2 billion camera-related views, boosting DJI Pocket 3 viral sales. Japan anchors R&D leadership, and BCN Awards illustrate Sony and Nikon gaining local ground.

North America remains a trendsetter in creator workflows despite tariff-driven retail inflation of 20-40% on imports. The region's mature installed base upgrades to secure AI functions and broadcast codecs. Europe's 2024/1781 eco-design regulation forces brands to lengthen shutter-cycle durability, nudging engineering budgets toward repairability. South America, the Middle East, and Africa contribute modest shares today but mirrorless affordability and social-media penetration unlock long-run upside. Nikon expects India to rank among its top-5 markets within four years, reflecting sub-regional divergence inside Asia. Fujifilm's plan to grow Indian retail counters underpins that thesis. The digital camera market, therefore, blends mature saturation with emergent hot spots that sustain aggregate growth.

List of Companies Covered in this Report:

Canon Inc. Sony Group Corporation Nikon Corporation Fujifilm Holdings Corporation Panasonic Holdings Corporation OM Digital Solutions Corporation Leica Camera AG Sigma Corporation Victor Hasselblad AB Eastman Kodak Company Ricoh Imaging Company, Ltd. GoPro, Inc. Insta360 (Arashi Vision Inc.) DJI Technology Co., Ltd. Blackmagic Design Pty. Ltd. Phase One A/S RED Digital Cinema, LLC Z CAM (Shenzhen ImagineVision Tech) Pentax (Brand of Ricoh Imaging) Tamron Co., Ltd. Carl Zeiss AG (Consumer Imaging) Yongnuo Photographic Equipment Co., Ltd.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION
1.1 Study Assumptions and Market Definition
1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET LANDSCAPE
4.1 Market Overview
4.2 Market Drivers
4.2.1 Shift from DSLR to High-margin Mirrorless Systems
4.2.2 Creator-economy demand for hybrid photo-video equipment
4.2.3 AI-driven autofocus and subject-tracking breakthroughs

4.2.4 Post-COVID tourism rebound boosting premium camera sales
4.2.5 Rise of compact "retro" fixed-lens models among Gen-Z
4.2.6 OEM partnerships to bundle cameras with live-stream accessories
4.3 Market Restraints
4.3.1 Smartphone computational-photography cannibalisation
4.3.2 Expansion of rental and subscription models lowering unit demand
4.3.3 Global memory-chip shortages raising BOM costs
4.3.4 EU sustainability regulation on shutter-cycle durability
4.4 Impact of Macroeconomic Factors
4.5 Industry Value Chain Analysis
4.6 Regulatory Landscape
4.7 Technological Outlook
4.8 Porter's Five Forces Analysis
4.8.1 Bargaining Power of Suppliers
4.8.2 Bargaining Power of Buyers
4.8.3 Threat of New Entrants
4.8.4 Threat of Substitutes
4.8.5 Intensity of Competitive Rivalry

5 MARKET SIZE AND GROWTH FORECASTS (VALUE)
5.1 By Lens Type
5.1.1 Built-in
5.1.2 Interchangeable
5.2 By Camera Type
5.2.1 Compact Digital Camera
5.2.2 DSLR (Digital Single-Lens Reflex)
5.2.3 Mirrorless
5.2.4 Action / 360
5.3 By End User
5.3.1 Professional Photographers
5.3.2 Prosumers / Enthusiasts
5.3.3 Hobbyists
5.3.4 Content-Creators / Streamers
5.4 By Sensor Size
5.4.1 Medium Format
5.4.2 Full-Frame
5.4.3 APS-C
5.4.4 Micro Four-Thirds and Smaller
5.5 By Geography
5.5.1 North America
5.5.1.1 United States
5.5.1.2 Canada
5.5.1.3 Mexico
5.5.2 South America
5.5.2.1 Brazil
5.5.2.2 Argentina
5.5.2.3 Rest of South America

5.5.3 Europe
5.5.3.1 Germany
5.5.3.2 United Kingdom
5.5.3.3 France
5.5.3.4 Russia
5.5.3.5 Rest of Europe
5.5.4 Asia-Pacific
5.5.4.1 China
5.5.4.2 Japan
5.5.4.3 India
5.5.4.4 South Korea
5.5.4.5 South-East Asia
5.5.4.6 Rest of Asia-Pacific
5.5.5 Middle East and Africa
5.5.5.1 Middle East
5.5.5.1.1 Saudi Arabia
5.5.5.1.2 United Arab Emirates
5.5.5.1.3 Rest of Middle East
5.5.5.2 Africa
5.5.5.2.1 South Africa
5.5.5.2.2 Egypt

6 COMPETITIVE LANDSCAPE
6.1 Market Concentration
6.2 Strategic Moves
6.3 Market Share Analysis
6.4 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products and Services, and Recent Developments)
6.4.1 Canon Inc.
6.4.2 Sony Group Corporation
6.4.3 Nikon Corporation
6.4.4 Fujifilm Holdings Corporation
6.4.5 Panasonic Holdings Corporation
6.4.6 OM Digital Solutions Corporation
6.4.7 Leica Camera AG
6.4.8 Sigma Corporation
6.4.9 Victor Hasselblad AB
6.4.10 Eastman Kodak Company
6.4.11 Ricoh Imaging Company, Ltd.
6.4.12 GoPro, Inc.
6.4.13 Insta360 (Arashi Vision Inc.)
6.4.14 DJI Technology Co., Ltd.
6.4.15 Blackmagic Design Pty. Ltd.
6.4.16 Phase One A/S
6.4.17 RED Digital Cinema, LLC
6.4.18 Z CAM (Shenzhen ImagineVision Tech)
6.4.19 Pentax (Brand of Ricoh Imaging)

6.4.20 Tamron Co., Ltd.
6.4.21 Carl Zeiss AG (Consumer Imaging)
6.4.22 Yongnuo Photographic Equipment Co., Ltd.

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK
7.1 White-space and Unmet-need Assessment

SCOTTS INTERNATIONAL

Digital Camera - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-02-09 | 161 pages | Mordor Intelligence

To place an Order with Scotts International:
- - Print this form
- - Complete the relevant blank fields and sign
- - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	$4750.00
	Team License (1-7 Users)	$5250.00
	Site License	$6500.00
	Corporate License	$8750.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-25
		Signature	

Scotts International. EU Vat number: PL 6772247784
tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com