



# Imaging Devices in Germany

August 2024

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## Imaging Devices in Germany - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Declining sales of imaging devices due to substitution by smartphone cameras  
Mirrorless cameras and cameras integrating camcorder features drive the competitive landscape  
Retail e-commerce sees slow growth, but specialist stores remain the main provider of imaging devices

#### PROSPECTS AND OPPORTUNITIES

Trend towards authentic "imperfect" photos could be a gamechanger in the future sales of digital cameras  
Object recognition and artificial intelligence areas likely to drive innovation  
Canon and Sony expected to win share due to mirrorless cameras and global shutter innovation respectively

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