

Imaging Devices in Argentina

July 2024

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Imaging Devices in Argentina - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

More than a decade of decline Official and informal exchange rate gap affected sales Sony strengthened its solid leadership

PROSPECTS AND OPPORTUNITIES

Improved cameras in smartphones will negative affect sales of imaging devices High-end models will push up the average unit price of digital cameras Innovative action cameras will mitigate the decline in sales of camcorders

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DISCLAIMER

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