



Euromonitor
International

Imaging Devices in the US

July 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cautious spending on digital cameras as consumers continue to use their smartphones for pictures and videos
Despite growth for digital camcorders, this will not be sustained over the forecast period
DJI Osmo Pocket 3 launch attracts some vloggers away from smartphones

PROSPECTS AND OPPORTUNITIES

Mirrorless cameras set to overtake DSLRs in the US market
Enhanced connectivity in digital cameras and camcorders could help drive sales
Second-hand market to continue to grow within imaging devices

CATEGORY DATA

- Table 1 - Sales of Imaging Devices by Category: Volume 2019-2024
- Table 2 - Sales of Imaging Devices by Category: Value 2019-2024
- Table 3 - Sales of Imaging Devices by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Imaging Devices by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Imaging Devices: % Volume 2020-2024
- Table 6 - LBN Brand Shares of Imaging Devices: % Volume 2021-2024
- Table 7 - Distribution of Imaging Devices by Channel: % Volume 2019-2024
- Table 8 - Forecast Sales of Imaging Devices by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Imaging Devices by Category: Value 2024-2029
- Table 10 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

Consumer Electronics in the US - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

- Table 12 - Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 13 - Sales of Consumer Electronics by Category: Value 2019-2024
- Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/imaging-devices-in-the-us/report.