



Imaging Devices in Austria

July 2024

Table of Contents

Imaging Devices in Austria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Competition from smartphones cannot be withstood
Digital cameras' competitive landscape in flux
Demand for camcorders relatively stable thanks to action cams

PROSPECTS AND OPPORTUNITIES

No hope in sight for struggling category
Mirrorless system cameras likely to become key product
Action cams unlikely to protect camcorders from severe decline

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 Austria - 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

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SOURCES

Summary 1 - Research Sources

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