

# Imaging Devices in Austria

July 2024

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# 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

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

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