



# Imaging Devices in France

July 2024

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## Imaging Devices in France - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Imaging devices remain in a slump due to ongoing competition from advanced smartphone cameras

Is the post-pandemic photography trend coming to an end?

Canon, Sony, and GoPro consolidate their shares in a contracting category

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Ongoing consolidation between the leading players expected

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Niche specialisations will be key areas of focus over the forecast period

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