

# Imaging Devices in Brazil

October 2024

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### Imaging Devices in Brazil - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Imaging devices resurges along with the rise of nostalgia in the Brazilian market Carnival and the return of digital cameras E-commerce drives the reach of Fujifilm and GoPro amidst growing popularity

#### PROSPECTS AND OPPORTUNITIES

Smartphones will continue to challenge imaging devices Digital camcorders set to continue to fade for general use Outdoor activities will help maintain the focus on imaging devices

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