



**Euromonitor
International**

Imaging Devices in Italy

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Imaging devices remains in a structural slump, as brands partner with smartphone players as a sales strategy
Sales events such as “Black Friday” remain important for generating sales
Sales of imaging devices remain somewhat dependent on holidays and events

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AI features to be increasingly incorporated into imaging devices
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Consumer Electronics in Italy - Industry Overview

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DISCLAIMER

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