



Imaging Devices in Italy

July 2024

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Imaging Devices in Italy - Category analysis

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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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Influencer trend supports use of smartphones for taking photos and video

AI features to be increasingly incorporated into imaging devices

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