



Imaging Devices in Ukraine

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Imaging devices continue to become obsolete for many Ukrainians in 2024
Relative performance of digital camcorders boosts fortunes of overall category
Sony retains its leading position, albeit with some loss share to smaller competitors

PROSPECTS AND OPPORTUNITIES

Imaging devices will remain impacted by reduced purchasing power in the short term
Digital cameras will remain popular amongst amateur and professional photographers for the foreseeable future
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