

Imaging Devices in Chile

July 2024

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Imaging Devices in Chile - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Further fall in demand for imaging devices due to competition from smartphones Social media is leading the way for Generation Z to become a new consumer group Canon retains category lead ahead of GoPro

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Action cameras will continue to offer potential for future growth

Social media is an important tool to boost the category

Limited shelf space and better range online offers potential for e-commerce

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