



Imaging Devices in China

July 2024

Table of Contents

Imaging Devices in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Despite supply constraints, volume sales of imaging devices see only a moderate decline
Sustained strong demand for mirrorless cameras results in increasing unit prices and technological advances
Cost-effectiveness has become key to winning the favour of consumers in digital camcorders

PROSPECTS AND OPPORTUNITIES

Competition from smartphones will limit the growth potential of digital cameras
Segmentation set to help players minimise the decline of digital cameras

CATEGORY DATA

Table 1 - Sales of Imaging Devices by Category: Volume 2019-2024

Table 2 - Sales of Imaging Devices by Category: Value 2019-2024

Table 3 - Sales of Imaging Devices by Category: % Volume Growth 2019-2024

Table 4 - Sales of Imaging Devices by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Imaging Devices: % Volume 2020-2024

Table 6 - LBN Brand Shares of Imaging Devices: % Volume 2021-2024

Table 7 - Distribution of Imaging Devices by Channel: % Volume 2019-2024

Table 8 - Forecast Sales of Imaging Devices by Category: Volume 2024-2029

Table 9 - Forecast Sales of Imaging Devices by Category: Value 2024-2029

Table 10 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

Consumer Electronics in China - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2019-2024

Table 13 - Sales of Consumer Electronics by Category: Value 2019-2024

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/imaging-devices-in-china/report.