

Imaging Devices in China

July 2024

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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

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