



Euromonitor
International

Imaging Devices in India

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising smartphone penetration continues to hamper sales of imaging devices
Mirrorless cameras continue to gain popularity amongst consumers
A stable competitive landscape in a declining category

PROSPECTS AND OPPORTUNITIES

Imaging devices expected to continue spiralling downwards during the forecast period
Players will need to focus on attracting the younger generation
Unit prices expected to rise amidst developments in high-end models

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 India - 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

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SOURCES

Summary 1 - Research Sources

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