



Euromonitor
International

Imaging Devices in Thailand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Popularity of smartphone photography cannibalises sales of imaging devices
Imaging devices continue to have niche appeal
GoPro leads, while other players shift to premium-positioned products

PROSPECTS AND OPPORTUNITIES

Sales of imaging devices will continue their downward slide, thanks to further advancements in smartphones
Focus on advanced technology to attract niche consumer groups
Appliances and electronics specialists will continue to dominate distribution, but retailers may need to diversify, or switch to online retailing, to remain competitive

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