



Imaging Devices in Thailand

July 2024

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Imaging Devices in Thailand - Category analysis

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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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