

Photographic Equipment Sales via Key Retail Formats in Australia to 2014

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Abstracts

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Introduction

Datamonitor's 'Photographic Equipment Sales via Key Retail Formats in Australia to 2014' databook provides market value data for two key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

Scope

Photographic equipment retail sales revenues and analysis from 2004 to 2009 and forecast values up to 2014.

Market value of categories which include camcorders, cameras, and photographic equipment and optical instruments

Current and forecast analysis of sales via major retail channels in the photographic equipment market as well as its sub-categories

Highlights

Photographic equipment retail sales in Australia increased at a compound annual growth rate of 0.4% between 2004 and 2009.

Cameras sales led the photographic equipment market with a share of 68.6% in 2009. Electricals and electronics retailers were the leading retail format for cameras in 2009.

Reasons to Purchase

Design effective marketing and sales strategies by identifying the key growth categories and retail formats in terms of sales

Develop business strategies by understanding the quantitative trends within the photographic equipment market in Australia

Understand the future direction of the market with reliable historical data and full five year forecasting

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