

Photographic Equipment Sales via Key Retail Formats in New Zealand to 2014

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Abstracts

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Introduction

Datamonitor's 'Photographic Equipment Sales via Key Retail Formats in New Zealand 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 New Zealand increased at a compound annual growth rate of 5.8% between 2004 and 2009.

Cameras sales led the photographic equipment market with a share of 63% 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 New Zealand

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

Contents

DATAMONITOR VIEW

Catalyst
Summary
Methodology

PHOTOGRAPHIC EQUIPMENT RETAIL SALES OVERVIEW

Photographic equipment retail market definition
Photographic equipment sales overview
Photographic equipment retail sales value, 2004–09
Photographic equipment retail sales value, 2009–14

PHOTOGRAPHIC EQUIPMENT MARKET SEGMENTATION

Market sales analysis by category, 2004–09
Market sales analysis by category, 2009–14

PHOTOGRAPHIC EQUIPMENT SALES ANALYSIS BY KEY RETAIL FORMATS

Retail format definitions
Photographic equipment sales analysis by key retail formats, overview
Photographic equipment sales analysis by key retail formats actual, 2004–09
Photographic equipment sales analysis by key retail formats forecast, 2009–14

CAMCORDERS SALES ANALYSIS BY KEY RETAIL FORMATS

Camcorders sales analysis by key retail formats, overview
Camcorders sales analysis by key retail formats actual, 2004–09
Camcorders sales analysis by key retail formats forecast, 2009–14

CAMERAS ANALYSIS BY KEY RETAIL FORMATS

Cameras sales analysis by key retail formats, overview
Cameras sales analysis by key retail formats actual, 2004–09
Cameras sales analysis by key retail formats forecast, 2009–14

PHOTOGRAPHIC EQUIPMENT AND OPTICAL INSTRUMENTS ANALYSIS BY KEY RETAIL FORMATS

Photographic equipment and optical instruments sales analysis by key retail formats, overview

Photographic equipment and optical instruments sales analysis by key retail formats actual, 2004–09

Photographic equipment and optical instruments sales analysis by key retail formats forecast, 2009–14

APPENDIX

Methodology

Related research

Datamonitor consulting

Disclaimer

List Of Figures

LIST OF FIGURES

- Figure 1: New Zealand, sales of photographic equipment, value (\$m), 2004–14
- Figure 2: New Zealand , sales of photographic equipment, value (\$m), 2004–09
- Figure 3: New Zealand, forecast sales of photographic equipment, value (\$m), 2009–14
- Figure 4: New Zealand, sales of photographic equipment, value break down by category (%), 2009
- Figure 5: New Zealand, sales of photographic equipment, value break down by category (\$m), 2004–09
- Figure 6: New Zealand, sales of photographic equipment, value break down by category (%), 2014
- Figure 7: New Zealand, forecast sales of photographic equipment, value break down by category (\$m), 2009–14
- Figure 8: New Zealand, photographic equipment, revenue split by key retail formats (%), 2009
- Figure 9: New Zealand, camcorders, revenue split by key retail formats (%), 2009
- Figure 10: New Zealand, cameras, revenue split by key retail formats (%), 2009
- Figure 11: New Zealand, photographic equipment and optical instruments, revenue split by key retail formats (%), 2009

List Of Tables

LIST OF TABLES

Table 1: Photographic equipment retail market definition

Table 2: New Zealand, sales of photographic equipment, value (\$m), 2004–14

Table 3: New Zealand sales of photographic equipment, value (\$m and NZ\$m), 2004–09

Table 4: New Zealand, forecast sales of photographic equipment, value (\$m and NZ\$m), 2009–14

Table 5: New Zealand, sales of photographic equipment, value break down by category (\$m), 2004–09

Table 6: New Zealand, forecast sales of photographic equipment, value break down by category (\$m), 2009–14

Table 7: (Part 1) Retail format definitions

Table 8: (Part 2) Retail format definitions

Table 9: (Part 3) Retail format definitions

Table 10: New Zealand photographic equipment, revenues split by key retail formats (\$m), 2004–09

Table 11: New Zealand, photographic equipment forecast, revenues split by key retail formats (\$m), 2009–14

Table 12: New Zealand, camcorders, revenues split by key retail formats (\$m), 2004–09

Table 13: New Zealand, camcorders forecast, revenues split by key retail formats (\$m), 2009–14

Table 14: New Zealand, cameras, revenues split by key retail formats (\$m), 2004–09

Table 15: New Zealand, cameras forecast, revenues split by key retail formats (\$m), 2009–14

Table 16: New Zealand, photographic equipment and optical instruments, revenues split by key retail formats (\$m), 2004–09

Table 17: New Zealand, photographic equipment and optical instruments forecast, revenues split by key retail formats (\$m), 2009–14

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