

# India Digital Camera CY Q1'2013 Market

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## Abstracts

India Digital Camera market shipped 5, 00,477 units of digital cameras in CY Q1' 2013. Compact digital camera leads the market occupying more than 85% of the total market unit shipments.

### Key features of the report:

Total digital camera shipment in India

Market share by various players in various segments and specifications

Shipments by Compact digital cameras and DSLR camera.

Shipments by market players

Model wise shipments by each Company

Price of each model

Specifications covering

6Wresearch publishes monthly/quarterly/annual shipments data of digital camera market in India. The publication would enable the player to enter or devise strategies to expand its presence in the India digital camera market by monitoring the shipments data by various types and specifications on a regular basis. This would also allow Companies to track their competitors' performance on a periodical basis.

## Contents

### **1. INDIA DIGITAL CAMERA MARKET**

### **2. DIGITAL CAMERA MARKET BY TYPE**

2.1 Digital Compact Camera

2.2 DSLR

### **3. DIGITAL CAMERA BY PRICE**

### **4. DIGITAL CAMERA MARKET BY SPECIFICATIONS:**

4.1 Camera (Mega Pixel)

4.2 GPS

4.3 Face Detection

4.4 SD Memory Card

4.5 Micro SD Card

4.6 USB

4.7 HDMI

4.8 Wi Fi Connectivity

### **5. MARKET SHARE OF THE COMPANIES**

5.1 Overall Market Share

5.2 Market Share By Type of Camera

5.3 Market share By Specifications

### **6. COMPANIES COVERED IN THIS DATASET**

6.1 BenQ

6.2 Canon

6.3 Fujifilm

6.4 Nikon

6.5 Olympus

6.6 Panasonic

6.7 Samsung

6.8 Sony

## **7. SERIES COVERED IN THIS EXCEL SHEET: CY Q1'2013 DATA**

- 7.1 Digital Camera unit shipments by players
- 7.2 Type of Cameras
- 7.3 Model wise unit shipments
- 7.4 Price band
- 7.5 Specifications

## About

According to 6Wresearch, India registered a Total Unit Shipment of 4, 48,950 units in CY Q2 2013; a slump of ~ 10% over the previous quarter. Sony still remains the undisputed market leader with a market share of 38% followed by Nikon and Canon for the India Digital Camera Market.

More than 50% of the Digital Cameras fall under the price range of INR 5000-10000 for both the quarters. Cameras with GPS features experienced a drop in unit shipments in CY Q2 2013 as compared to the previous quarter. The India Digital Camera Market also exhibited a considerable decline for the HDMI featured cameras from 73% in CY Q1 2013 to 66% in CY Q2 2013 Total Unit Shipments.

Despite the fact that Sony experienced a fall in the Total Unit Shipments in CY Q2 2013, Sony still heads the Compact Digital Camera market with 38% of the total market share.

The Compact Digital Camera segment of Nikon experienced a decline of 6% for CY Q2 2013 as opposed to CY Q1 2013. None the less, the Total Unit Shipment for DSLR segment of cameras, Nikon commands the market with an increase of 34% in CY Q2 2013 as compared to Canon which lead the market for the same in CY Q1 2013.

Canon experienced a mercurial rise of about 82% for its Compact Digital Camera segment in CY Q2 2013 as compared to the previous quarter. However, the Total Unit Shipments for DSLR segment of Canon declined by 28% in CY Q2 2013 as opposed to CY Q1 2013.

The demand of DSLR segment got positively fuelled with an upsurge of 3.6% whereas the demand for Compact Digital Cameras got negatively affected with a decline of 12% in CY Q2 2013. This increase in DSLR segment of cameras and consequent decrease in the shipments of Compact Digital Cameras can be well explained by the increased usage of cameras in smart phones.

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