

# India Digital Camera Market, CY H1 2016

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## Abstracts

Compact Digital Cameras popularly known as Point and Shoot devices are facing stringent competition from smartphones in the country. Mobile OEMs are targeting the photography segment and have been expanding their camera centric smartphones product portfolio. This factor has restrained the growth of India Compact Digital Camera market.

According to 6Wresearch, India Digital Camera market shipments reached over 0.3 Million units in CY H1 2016. Compact Digital camera market registered a significant decline, whereas the Digital Single-Lens Reflex (DSLR) segment recorded a triple digit growth of more than 110% in the second quarter of 2016 as compared to the previous quarter same year. Nikon emerged as a market leader in the Compact Digital Camera market, whereas, Canon dominated the DSLR segment.

### KEY FEATURES OF THE REPORT:

1. Total Digital Camera shipment in India
2. Market share by various players in various segments and specifications
3. Shipments by market players
4. Model wise shipments by each company
5. Average Selling Price of each model
6. Specifications covering:
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