

# Asia Digital Camera Industry Outlook to 2017 – Driven by Rising Income and Low Ownership Level

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## Abstracts

The report titled 'Asia Digital Camera Industry Outlook to 2017 – Driven by Rising Income and Low Ownership Level' provides a comprehensive analysis of the various aspects such as market size, segmentation, trends and developments and future projections of the Compact Point & Shoots, DSLRs and Mirrorless Interchangeable Lens Cameras (MILCs) as key segments of the market. The report also provides detailed explanation of the various macro and industry factors which are driving the growth of the market for these three segments of digital cameras across Asian countries of India, China, Japan and South Korea. Additionally, it also covers market share of major players present in the digital camera market across various countries in Asia.

The Asian region has emerged as the fastest growing market in the global digital camera industry in recent years. This is majorly because of the low penetration level of the digital cameras in countries such as India and China. These countries have a large population size but the ownership level of the digital cameras among the consumers is relatively very low as compared to the other developed markets. As a result the demand from the first time buyers has increased significantly in recent years in these countries. The market in the Asian countries is driven by the price sensitive middle income group consumers. These consumers prefer buying an affordable compact camera instead of high end DSLRs. However, the rising consumer interest for interchangeable lens cameras is the latest trend in the region. Within the interchangeable lens camera category, the mirrorless cameras are rapidly gaining consumer attention and sales growth in countries like China and Japan.

The shipments of the digital cameras have grown at a CAGR of 6.9% during 2006-2012, where the shipments have reached ~ million units in 2012 by growing from ~ million units in 2006. While China is the largest contributor in terms of shipments and accounts

for ~% of the shipments made to the Asian region in 2012. This followed by Japan which accounted for 27.8% of the shipments made to the region in the same year. India is the third largest contributor and accounted for ~% of the total shipments made to the region in 2012. The built in lens cameras dominate the digital camera market of Asia and accounted for ~% of the total shipments of the digital cameras made to the region.

The Indian digital camera market has experienced a strong growth over the last six years in which the market has grown at a CAGR of 38.9% during 2006-2012. The size of the Indian digital camera market was ~ million units annually by shipments in 2012. While in 2006 only ~ million units of the digital cameras were shipped to the Indian market. In comparison to the western markets like Europe and North America, which are maturing, the Indian market is largely underpenetrated. The Indian market of compact point & shoot cameras is dominated by Sony which accounted for ~% of the sales of these cameras in 2012. This is followed by Nikon with ~% share in the total sales of compact camera in the country.

Because of the high demand for DSLR cameras among the Chinese consumers the market is estimated to grow at a double digit year-on-year growth through 2017. The interchangeable lens camera market in China is expected to grow at a CAGR of 46.8% during 2012-2017 where the market is estimated to reach ~ million units by shipment in 2017 from shipment of ~ million units in 2012.

The Japanese interchangeable lens camera market is estimated at ~ million units in 2012 by shipments which have grown from shipment of ~ million units in 2006 at a CAGR of 16.9% during 2006-2012. The high demand for the DSLR cameras and the mirrorless interchangeable lens cameras among the Japanese consumers has driven the growth of the interchangeable lens camera market of Japan.

The mirrorless interchangeable lens camera market of South Korea has increased at a robust CAGR of 32.6% during the two year period from 2010-2012. The sales of these cameras have increased from ~ thousand units in 2010 to ~ thousand units in 2012. The unit sales of these cameras have increased at a strong double digit year-on-year growth of 25.3% in 2011 and 40.3% in 2012. The combination of the traits of these cameras such as compact size, use of interchangeable lenses and relatively affordable pricing has the key factors responsible for the growth in the sales of these cameras.

The interchangeable lens market of Asia is projected to grow strongly at a CAGR of 37.9% during 2012-2017. The shipments of these lenses are therefore estimated to

increase to ~ million units by 2017 by growing from ~ million units in 2012. The growing disposable income of the consumers in Asian countries such as India and China is expected to lead to high expenditure on buying high performance interchangeable lens cameras in coming years.

## **KEY TOPICS COVERED IN THE REPORT**

The market size of the Asia digital camera market on the basis of shipments of digital cameras.

The market segmentation of the Asia digital camera market by cameras with built-in lenses and cameras with interchangeable lenses.

The market size of the Asia interchangeable lens market on the basis of shipments.

The market segmentation of the Asian interchangeable lens market by lenses for 35 mm format cameras and lenses for

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