

# Europe Digital Camera Industry Outlook to 2017 - Interchangeable Lens Cameras to Fuel the Maturing Market

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## Abstracts

The report titled 'Europe Digital Camera Industry Outlook to 2017 – Interchangeable Lens Cameras to Fuel the Maturing Market' 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 in UK, Germany, France and Russia.

The European digital camera market is shrinking with growing maturity of the market and increasing adoption of the smartphones by the consumers. The market for digital cameras especially compact cameras is maturing in the European region because of the high ownership level among the consumers. The digital camera market in Europe is estimated at ~ million units in 2012 on the basis of the shipments which have grown from shipment of ~ million units in 2006 at a CAGR of 3.02% during 2006-2012. The region is the second largest market in the world after Asia and represents 34.4% of the total shipments of digital cameras made in the world in 2012. The consumer trends such as growing replacement demand from the existing users of the compact cameras, declining prices of the digital cameras, growing consumer preference for the interchangeable lens cameras are the main factors that are driving the growth of the digital camera market of Europe.

In the UK, the digital camera market has declined by around - 3.5% by volume during the last six years where the most of the decline happened during last two years. The digital camera market of the UK has declined during last six years with a CAGR of

-3.5% during 2006-2012 where the market has deflated from sales of ~ million units in 2006 to the sales of ~ million units in 2012. The decline has largely been due to the falling sales of the compact cameras over the years, which represent around 90% of the total digital camera market of the UK. During 2006-2012 the sales of the DSLRs have increased by around ~% while that of the compact point and shoot cameras have declined by around 25-30%. Moreover, the newly introduced mirrorless interchangeable lens cameras have taken the place of the compact point and shoot cameras to a sizeable extent in recent years.

The digital camera market of Germany is estimated of the size of ~ million units on the basis of sales which has grown at a CAGR of 2.4% during 2006-2012 from the unit sales of ~ million in 2006. The moderate growth of the market has largely been driven by the consumer demand for DSLR cameras and newly introduced mirrorless interchangeable lens cameras. The mirrorless interchangeable lens cameras are expected to contribute significantly in the future growth of the digital camera market of Germany. The market for these cameras is estimated to reach ~ thousand units in 2017 on the basis of sales, from sales of ~ thousand units in 2012 by growing at a CAGR of 48.5% during 2012-2017.

The digital camera market of France is categorized into four segments – Compact Point & Shoot cameras, Bridge cameras, DSLR cameras and Hybrid cameras. The compact point & shoot cameras hold the largest share in the digital camera market and contribute 80.3% in the total unit sales of the digital cameras in the country. The hybrid cameras or the mirrorless interchangeable lens cameras were introduced in the market in 2009 in the country and have witnessed a considerable growth in the consumer demand since then. The share of the hybrid cameras have increased from 0.2% in 2009 to ~% in 2012.

The outlook for the digital camera market of Russia is expected to be positive until 2017. The digital camera market of Russia is expected to reach shipment of ~ million units in 2017 by growing at a CAGR of 11.7% during 2012-2017 from the shipment of ~ million units in 2012. The combination of factors such as the low penetration level of the digital cameras, growing disposable income of the consumers and rising replacement demand from the existing users would be the key drivers of the growth of the digital camera market of Russia.

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

The market size of the Europe digital camera market on the basis of shipments

of digital cameras.

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

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

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

The market size of the UK, Germany and France digital camera markets on the basis of sales of digital cameras.

The market segmentation of the UK, Germany and France digital camera markets by Compact Point & Shoot cameras, DSLRs and Mirrorless cameras.

Future outlook and projections of the UK, Germany and France digital camera markets.

The market size of Russia digital camera market on the basis of shipments.

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

Future outlook and projections of the Russia digital camera market.

Future outlook and projections of the Europe digital camera market.

## Contents

### **1. EUROPE DIGITAL CAMERA INDUSTRY**

- 1.1. Europe Digital Camera Market Introduction
- 1.2. Europe Digital Camera Market Size by Shipments, 2006-2012
- 1.3. Europe Digital Camera Market Segmentation, 2006-2012
  - 1.3.1. Europe Built-in-Lens Camera Market
  - 1.3.2. Europe Interchangeable Lens Camera Market

### **2. THE UK DIGITAL CAMERA MARKET INTRODUCTION**

- 2.1. The UK Digital Camera Market Size by Sales in Units, 2006-2012
- 2.2. The UK Digital Camera Market Segmentation, 2006-2012
  - 2.2.1. The UK Built-in-Lens Camera Market
  - 2.2.2. The UK Interchangeable Lens Camera Market
- 2.3. UK Digital Camera Market Future Outlook and Projections, 2013-2017
- 2.4. The UK Digital Camera Market Macroeconomic Factors: Current and Projections
  - 2.4.1. Population, 2006-2017
  - 2.4.2. GDP- Current Prices, 2006-2017
  - 2.4.3. Inbound Non-Resident Tourists, 2006-2017

### **3. GERMANY DIGITAL CAMERA MARKET INTRODUCTION**

- 3.1. Germany Digital Camera Market Size by Sales in Units, 2006-2012
- 3.2. Germany Digital Camera Market Segmentation, 2006-2012
  - 3.2.1. Germany Built-in Lens Camera Market
  - 3.2.2. Germany Interchangeable Lens Camera Market
- 3.3. Germany Digital Camera Market Future Outlook and Projections, 2013-2017
- 3.4. Germany Digital Camera market Macroeconomic Factors: Current and Projections
  - 3.4.1. Population, 2006-2017
  - 3.4.2. GDP at Current Prices, 2006-2017
  - 3.4.3. Smartphone Sales, 2006-2017

### **4. FRANCE DIGITAL CAMERA MARKET INTRODUCTION**

- 4.1. France Digital Camera Market Size by Sales, 2006-2012
- 4.2. France Digital Camera Market Segmentation, 2006-2012
  - 4.2.1. France Built-in Lens Camera Market

- 4.2.2. France Interchangeable Lens Camera Market
- 4.3. Market Share of Major Players in France Digital Camera Market, 2012
  - 4.3.1. Market Share of Major Players in France DSLR Camera Market, 2012
  - 4.3.2. Market Share of Major Players in France MILC/Hybrid Camera Market, 2012
- 4.4. France Digital Camera Market Future Outlook and Projections, 2013-2017
- 4.5. France Digital Camera Market Macroeconomic Factors: Current and Projections
  - 4.5.1. Population, 2006-2017
  - 4.5.2. GDP at Current Prices, 2006-2017
  - 4.5.3. Smartphone Sales, 2006-2017
  - 4.5.4. Registered Photo Professionals, 2006-2017

## **5. RUSSIA DIGITAL CAMERA MARKET INTRODUCTION**

- 5.1. Russia Digital Camera Market Size by Shipments, 2006-2012
- 5.2. Russia Digital Camera Market Segmentation, 2006-2012
  - 5.2.1. Russia Built-in-Lens Camera Market
  - 5.2.2. Russia Interchangeable Lens Camera Market
- 5.3. Russia Digital Camera Market Future Outlook and Projections, 2013-2017
- 5.4. Russia Digital Camera Market Macroeconomic Factors; Current and Projections
  - 5.4.1. Population, 2006-2017
  - 5.4.2. GDP at Current Prices, 2006-2017

## **6. EUROPE DIGITAL CAMERA MARKET TRENDS AND DEVELOPMENTS**

## **7. EUROPE DIGITAL CAMERA MARKET FUTURE OUTLOOK AND PROJECTIONS**

- 7.1. Cause and Effect Relationship between Dependent and Independent Factors Prevailing in the Europe Digital Camera Market
- 7.2. Future Projections for the Digital Camera Market of Europe, 2013-2017

## **8. APPENDIX**

- 8.1. Market Definition
- 8.2. Abbreviations
- 8.3. Research Methodology
- 8.4. Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: Europe Digital Camera Market Size by Shipment in Million Units, 2006-2012

Figure 2: Europe Digital Camera Market Segmentation by Cameras with Built-in Lens and Cameras with Interchangeable Lens, 2006-2012

Figure 3: Europe Built In Lens Camera Market Size by Shipments in Million Units, 2006-2012

Figure 4: Europe Built In Lens Camera Market Size by Shipment in Million Units, 2013-2017

Figure 5: Europe Interchangeable Lens Camera Market Size by Shipment in Million Units, 2006-2012

Figure 6: Europe Interchangeable Lens Camera Market Size by Shipment in Million Units, 2013-2017

Figure 7: Europe Interchangeable Lens Market Size by Shipments in Million Units, 2006-2012

Figure 8: Europe Interchangeable Lens Market Segmentation by Lens for 35 mm Format Cameras and Lens for Figure 9: Europe Interchangeable Lens for 35 mm Format Cameras Market Size by Shipments in Million Units, 2006-2012

Figure 10: Europe Interchangeable Lens for 35 mm Format Cameras Market Size by Shipments in Million Units, 2013-2017

Figure 11: Europe Interchangeable Lens for Figure 12: Europe Interchangeable Lens for Figure 13: Europe Interchangeable Lens Market Size by Shipments in Million Units, 2013-2017

Figure 14: The UK Digital Camera Market Size by Sales in Million Units, 2006-2012

Figure 15: The UK Digital Camera Market Segmentation by Compact Point & Shoot Cameras and DSLR Cameras, 2006-2012

Figure 16: The UK Compact Point & Shoot Camera Market Size by Sales in Units, 2006-2012

Figure 17: The UK Compact Point & Shoot Camera Market Size by Sales in Million Units, 2013-2017

Figure 18: The UK DSLRs Camera Market Size by Sales in Thousand Units, 2006-2012

Figure 19: The UK DSLR Camera Market Size by Sales in Thousand Units, 2013-2017

Figure 20: The UK Digital Camera Market Size by Sales in Thousand Units, 2013-2017

Figure 21: The UK Population in Million, 2006-2017

Figure 22: The UK GDP in USD Million, 2006-2017

Figure 23: Inbound Tourists in the UK in Million, 2006-2017

Figure 24: Germany Digital Camera Market Size by Sales in Million Units, 2006-2012

Figure 25: Germany Digital Camera Market by Sales Revenue in USD Million, 2007-2011

Figure 26: Germany Digital Camera Market Segmentation, 2006-2012

Figure 27: Germany Compact Point & Shoot Camera Market Size by Sales Million in Units, 2006-2012

Figure 28: Germany Compact Point & Shoot Camera Market Size by Sales in Million Units, 2013-2017

Figure 29: Germany DSLRs Camera Market Size by Sales in Thousand Units, 2006-2012

Figure 30: Germany DSLRs Camera Market Size by Sales in Thousand Units, 2013-2017

Figure 31: Germany Mirrorless Cameras Market Size by Sales in Thousand Units, 2006-2012

Figure 32: Germany Mirrorless Cameras Market Size by Sales in Thousand Units, 2013-2017

Figure 33: Germany Interchangeable Lens Market Size by Sales in Million Units, 2006-2012

Figure 34: Germany Interchangeable Lens Market Size by Sales in Million Units, 2013-2017

Figure 35: Germany Digital Camera Market Size by Sales in Million Units, 2013-2017

Figure 36: Germany Population in Million, 2006-2017

Figure 37: Germany GDP in USD Million, 2006-2017

Figure 38: Germany Smartphones Sales in Million, 2006-2017

Figure 39: France Digital Camera Market Size by Sales in Million Units, 2006-2012

Figure 40: France Digital Camera Market Segmentation by Compacts, DSLRS, Bridges and Mirrorless Cameras, 2006-2012

Figure 41: France Compact Point & Shoot Camera Market Size by Sales in Million Units, 2006-2012

Figure 42: France Compact Point & Shoot Camera Market Size by Sales in Million Units, 2013-2017

Figure 43: France Bridges Camera Market Size by Sales in Thousand Units, 2006-2012

Figure 44: France Bridges Camera Market Size by Sales in Thousand Units, 2013-2017

Figure 45: France DSLRs Camera Market Size by Sales in Thousand Units, 2006-2012

Figure 46: France DSLRs Camera Market Size by Sales in Thousand Units, 2013-2017

Figure 47: France Mirrorless Camera Market Size by Sales in Thousand Units, 2009-2012

Figure 48: France Mirrorless Camera Market Size by Sales in Thousand Units, 2013-2017

Figure 49: France Interchangeable Lens Market Size by Sales in Thousands Units,



2006-2012

Figure 50: France Interchangeable Lens Market Segmentation by Lens for DSLRs and Lens for Hybrids/CILCs, 2006-2012

Figure 51: France Interchangeable Lens for DSLRs Market Size by Sales in Thousand Units, 2006-2012

Figure 52: France Interchangeable Lens for DSLRs Market Size by Sales in Thousand Units, 2013-2017

Figure 53: France Interchangeable Lens for Hybrids/CILCs Market Size by Sales in Thousand Units, 2009-2012

Figure 54: France Interchangeable Lens for Hybrids/CILCs Market Size by Sales in Thousand Units, 2013-2017

Figure 55: France Interchangeable Lens Market Size by Sales in Thousand Units, 2013-2017

Figure 56: Market Share of Major Players in France DSLR Camera Market in Percentage, 2012

Figure 57: Market Share of Major Players in France MILCs/Hybrid Cameras, 2012

Figure 58: France Digital Camera Market Size by Sales in Million Units, 2013-2017

Figure 59: France Population in Million, 2006-2017

Figure 60: France GDP in USD Million, 2006-2017

Figure 61: France Smartphone Sales in Million, 2006-2017

Figure 62: France Registered Photo Professionals in Million, 2006-2017

Figure 63: Russia Digital Camera Market Size by Shipment in Million Units, 2006-2012

Figure 64: Russia Digital Camera Market Segmentation by Cameras with Built-in Lens and Cameras with Interchangeable Lens, 2006-2012

Figure 65: Russia Built-in Lens Camera Market Size by Shipments in Million Units, 2006-2012

Figure 66: Russia Built-in Lens Camera Market Size by Shipments in Million Units, 2013-2017

Figure 67: Russia Interchangeable Lens Camera Market Size by Shipments in Million Units, 2006-2012

Figure 68: Russia Interchangeable Lens Camera Market Size by Shipments in Million Units, 2013-2017

Figure 69: Russia Interchangeable Lens Market Size by Shipments in Million Units, 2006-2012

Figure 70: Russia Interchangeable Lens Market Segmentation by Lens for 35 mm Format Cameras and Lens for Figure 71: Russia Interchangeable Lens for 35 mm Format Cameras Market Size by Shipments in Thousand Units, 2006-2012

Figure 72: Russia Interchangeable Lens for 35 mm Format Cameras Market Size by Shipments in Thousand Units, 2013-2017



Figure 73: Russia Interchangeable Lens for Figure 74: Russia Interchangeable Lens for  
Figure 75: Russia Interchangeable Lens Market Size by Shipments in Million Units,  
2013-2017

Figure 76: Russia Digital Camera Market Size by Shipments in Million Units, 2013-2017

Figure 77: Russia Population in Million, 2006-2017

Figure 78: Russia GDP in USD Million, 2006-2017

Figure 79: Europe Digital Camera Market Size by Shipment in Million Units, 2013-2017

## List Of Tables

### LIST OF TABLES

Table 1: Cause and Effect Relationship Analysis between Industry Factors and Expected Digital Camera Market Prospects in Europe

Table 2: Correlation Matrix for France Interchangeable Lens for DSLR Camera Market

Table 3: Regression Coefficients Output

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