

# 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.

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