

Global Digital Camera Industry Outlook to 2017 – Emerging Markets, Next Big Destination for DSC Manufacturers

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Abstracts

The report titled 'Global Digital Camera Industry Outlook to 2017 – Emerging Markets, Next Big Destination for DSC Manufacturers' 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 four regions – Asia, Europe North America and Latin America and various countries in these regions. Additionally, it also covers market share and company profiles of major players operating in the digital camera market across various markets in the world.

The demand of the digital cameras is rapidly shifting from the developed countries to the emerging nations. The reason behind the shift in demand is because in developed countries demand for digital camera is reaching maturity stage with high ownership level of digital cameras among the consumers. Conversely, the penetration level of digital cameras is very low in emerging economies such as India and Brazil which is resulting in growing demand from the first time buyers. The shipment of the digital cameras globally has grown at a CAGR of 3% during 2006-2012, where shipments of ~ million units were recorded in 2012 which increased from ~ million units in 2006. The global digital camera market has experienced a marginal growth during last six years majorly because of the declining consumer demand in the developed countries, economic slowdown in the European region and negative impact of the growing smartphone adoption by the consumers worldwide.

The market is dominated by Asia which accounts for ~% of the shipments in 2012 of the

digital camera market worldwide. This is followed by Europe which represents ~% of the shipments of the digital cameras made globally. North America and Latin America are the third and fourth largest markets and contribute 16.8% and ~% of the total shipment of the digital cameras in the world.

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. 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 ~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. 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.

The digital camera market of China is estimated to experience a strong growth through 2017 on account of high demand for cameras with interchangeable lenses. The market is projected to grow at a CAGR of 21.9% during 2012-2017 where it is estimated to reach shipment of ~ million units in 2017 from shipment of ~ million units in 2012. Similarly, 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 interchangeable lens market in Asia has also grown significantly in recent years owing to the growing consumer demand for the interchangeable lens cameras. The shipments of the interchangeable lenses to the region have grown at a CAGR of 31.8% during 2006-2012. The shipments of these lenses have reached ~million units in 2012 by growing from ~ million units in 2006.

The digital camera market of the US is estimated at ~ million units on the basis of shipments in 2012 which has decreased from the shipment of 21.8 million units of digital cameras in 2006 at a CAGR of ~% during 2006-2012. The growing maturity in the market owing to the high digital camera ownership levels among the consumers is the prime factor for the decline in the shipments of the digital cameras during last six years. The North America digital camera market is estimated to grow marginally at a CAGR of ~% during 2012-2017 where the shipment of the digital cameras is expected to increase to ~ million units in 2017 by growing from the shipment of ~ million units in 2012.

However, the contribution of the region in the digital camera shipments across the globe is expected to decline to ~% by 2017 from the current level of 16.8% in 2012.

The European digital camera market is shrinking with growing maturity of the market and increasing adoption of the smartphones by 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 countries in Western Europe such as United Kingdom, France and Germany have been the largest markets for the shipments of the digital cameras in European region. 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 and maturing market for the compact point & shoot cameras.

The digital camera market of Latin America is projected to grow strongly during coming years because of the high consumer demand for both the built-in lens cameras as well as interchangeable lens cameras. The shipments of the digital cameras are estimated to grow at a CAGR of 22.5% during 2012-2017 which would increase the digital camera shipments to the region to ~ million units in 2017 from the shipment of ~ million units in 2012. The significant increase in the shipments of the digital cameras would increase the contribution of Latin America to the total shipments of digital cameras worldwide to 20.8% by 2017 from the current level of ~% in 2012.

KEY TOPICS COVERED IN THE REPORT

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

The market segmentation of the Global digital camera market by region including Asia, North America, Europe and Latin America.

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

The market size of the global built-in lens camera market and global

interchangeable lens camera market on the basis of shipments.

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

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