

Market and Industry Report on Digital Camera Lens2015-2020

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Abstracts

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Lens is the most important component in a digital camera, which the quality would affect the final image. However, digital cameras have decreased in sales in recent years, due to smartphones captured market shares. By the end of 2014, Chinese digital camera declined in production, which is 47.32% less than previous year. Meanwhile, production of digital camera lens declined as well; there were 32 million lens produced in 2014. So far in digital camera market, Canon, Nikon, Sony is leading the industry in the last decade, which captured 80% of market shares in aggregate.

For digital camera industry, pursuing higher quality of the image is the major driver that pushes consumption of the lens. As the result of that, the needs of consumers accelerate the digital camera market developed.

Recent years, consumption level rises as GDP grows steady in China; the national per capita disposable income was RMB 20,217 in 2014. As the technology develops and consumption level rises, digital camera lens will still be a necessary product in the market.

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