

Global Digital Photography Market Size study, by Lens Type (Built-in, Interchangeable) and Regional Forecasts 2021-2027

<https://marketpublishers.com/r/GEFDEEAAACA6EN.html>

Date: January 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GEFDEEAAACA6EN

Abstracts

Global Digital Photography Market is valued approximately USD XX billion in 2020 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2021-2027. Digital Photographs is taken by cameras which contain arrays of electronic photodetectors to produce images focused by a lens, as opposed to an exposure on photographic film. It captures images which are digitally stored in a computer file that is ready for further digital processing, viewing, electronic publishing, or digital printing. The increasing in demand of smartphones has led the adoption of Digital Photography across the forecast period. Jefferies & Company a New York based company presented its yearly sales of smartphones with in-built digital cameras the sales of 2017 was 1.76 billion and sale of 2020 is 2.45 billion. So, the increase in demand of smartphones with built-in digital cameras are directly increasing the demand of digital camera. Furthermore, increase in product innovation is also driving the growth for the digital camera market for the forecasted period. For instance: in 2020 Samsung launched 144MP camera sensor which is using the 14nm FinFET process. Also, with the increasing advancement in technologies leads to the adoption & demand for Digital Photography is likely to increase the market growth during the forecast period. However, digital photography is comparatively expensive and requires professional knowledge which might hinder the growth for the market in the forecasted period 2021 to 2027.

The key regions considered for the global Digital Photography market study includes Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is the leading region across the world in terms of market share owing to the high purchasing power and presence of potential customers in the region leads to drive the market growth for the Europe region for the forecasted period. Whereas, Asia-Pacific is

anticipated to exhibit highest CAGR over the forecast period 2021-2027.

Factors such as rising disposable income, rising trend of photography and business meetings and conferences are also expected to rise the demand for digital photography in the region which would create lucrative growth prospects for the Digital Photography market across Asia-Pacific region.

Major market player included in this report are:

PENTAX

Sony Corp.

Panasonic Corp.

Nikon Corp.

Canon Inc.

Fujifilm Holdings Corp.

Samsung Electronics Co. Ltd

Olympus

Leica

Kodak Co.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Lens Type:

Built-in

Interchangeable

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027

Target Audience of the Global Digital Photography Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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