

## Camcorders in Austria

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Since the launch of HD camcorders in 2007, prices of digital camcorders declined. Combined with falling volume sales, the performance of digital camcorders declined steadily. In 2010, negative volume growth slowed down to -9%. Growth of HD camcorders slowed but still had volume growth of 34% and 15% in value.

Euromonitor International's Camcorders in Austria report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

**Product coverage:** Analogue Camcorders , Analogue Cameras , Digital Camcorders, Digital Cameras, E-Readers, Feature Phones, HD Camcorders, Other Portable Media Players, Portable MP3 Players, Portable Multimedia Players, Smartphones.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- Get a detailed picture of the Camcorders market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

## **2010 SEES MUCH STRONGER PERFORMANCE THAN 2009**

Smartphones and Portable Computers Drive Consumer Electronics

Competitive Environment

Specialist Retailers Remain Key But Internet Retailing Becomes More Important

Outlook Is Stable But Will Be Affected by Falling Average Unit Prices

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Multi-functional, Portable Products Drive the Market in 2010

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