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Cameras in Denmark

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Abstracts

Consumers are no longer focusing on megapixels but on a camera's resolution in their purchasing decisions. Zoom is a key factor along with minimum noise when taking a picture in low light. As picture quality is important, the share of DSLR cameras is increasing. Some 87% of households have digital cameras and 36% of households have two or more digital cameras. Photobooks as a service is increasing in popularity in Denmark, with Canon, in co-operation with Transeo Media, running this service sinc...

Euromonitor International's Cameras in Denmark 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 Cameras market;

Pinpoint growth sectors and identify factors driving change;

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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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Euromonitor International
October 2011

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