

# Cameras in Poland

<https://marketpublishers.com/r/C0BC32AB103EN.html>

Date: October 2011

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: C0BC32AB103EN

## Abstracts

After a 10% volume decline in 2009, the decline in sales slowed down to 3% in 2010. This was a result of the improving confidence amongst middle-class consumers in particular, who were actively buying DSLR cameras. With the revival of travel and tourism in Poland and rising awareness of the advantages of DSLR cameras, Poles are willing to buy sophisticated cameras to store high-quality pictures of their trips. In addition, Poles felt more secure about their jobs in the period after the economic...

Euromonitor International's Cameras in Poland 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;

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

Consumer Electronics Shows the First Signs of Revival After Economic Downturn

Mobility Trend Contributes To Growth in Value Sales

Economic Downturn Affects Consumers' Purchasing Habits

Internet Retailing Affects the Prices of Consumer Electronics

Future Sales Will Be Driven Mainly by Consumers Replacing Old Devices

Key Trends and Developments

Consumer Electronics Is in A Transitional Period After the Economic Downturn

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