

Cameras in Japan

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Abstracts

Digital cameras with single lens reflex helped to drive positive volume growth in 2010, with volume sales of digital cameras increasing by 6%. However, as prices became very competitive, the value performance of digital cameras was adversely impacted, with a current value decline of 2% in 2010.

Euromonitor International's Cameras in Japan 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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New Technology and Innovative Product Developments Spur Growth

the Switch From Analogue To Digital Broadcasting Fuels Purchases

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Japanese Consumers Welcome Global Consumer Electronics in 2010

the Switch From Analogue To Digital Broadcasting Fuels Purchases

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