

# 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.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Cameras by Category: Volume 2005-2010

Table 2 Sales of Cameras by Category: Value 2005-2010

Table 3 Sales of Cameras by Category: % Volume Growth 2005-2010

Table 4 Sales of Cameras by Category: % Value Growth 2005-2010

Table 5 Cameras Company Shares 2006-2010

Table 6 Cameras Brand Shares 2007-2010

Table 7 Sales of Cameras by Distribution Format 2005-2010

Table 8 Forecast Sales of Cameras by Category: Volume 2010-2015

Table 9 Forecast Sales of Cameras by Category: Value 2010-2015

Table 10 Forecast Sales of Cameras by Category: % Volume Growth 2010-2015

Table 11 Forecast Sales of Cameras by Category: % Value Growth 2010-2015

Executive Summary

2010 Sees Recovery From the Economic Downturn

New Technology and Innovative Product Developments Spur Growth

the Switch From Analogue To Digital Broadcasting Fuels Purchases

Internet Retailing Continues To Gain A Greater Following

Future Performance Depends on the Impact of the 2011 Tsunami and Nuclear Crisis

Key Trends and Developments

Japanese Consumers Welcome Global Consumer Electronics in 2010

the Switch From Analogue To Digital Broadcasting Fuels Purchases

Online Social Connections Shape Consumer Electronics in 2010

Internet Retailing Grows, As It Attracts Price-sensitive Consumers

Specialist Retailers

Summary 1 Leading Specialist Retailers 2011

Market Data

Table 12 Sales of Consumer Electronics by Category: Volume 2005-2010

Table 13 Sales of Consumer Electronics by Category: Value 2005-2010

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2005-2010

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2005-2010

Table 16 Consumer Electronics Company Shares 2006-2010

Table 17 Consumer Electronics Brand Shares 2007-2010

Table 18 Sales of Consumer Electronics by Distribution Format 2005-2010

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2010-2015

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2010-2015

Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth  
2010-2015

Table 22 Forecast Sales of Consumer Electronics by Category: % Value Growth  
2010-2015

Definitions

Summary 2 Research Sources

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