

Cameras in Ukraine

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Abstracts

2010 was the year during which analogue cameras disappeared from retail shelves across Ukraine. Analogue cameras are being replaced with digital cameras, which are flooding Ukraine. The very few analogue cameras which were sold in Ukraine during 2010 were mainly excess stock. Disposable analogue cameras are mainly purchased by low income Ukrainians who need a camera for a single special occasion. On the other hand, analogue SLR cameras, especially cameras fitted with greyscale lenses, remain...

Euromonitor International's Cameras in Ukraine 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 Activity on the Rise Even Though Recession Hampers Sales Still

Modern Technologies Squeezing Off Outdated Consumer Electronics Products

Economy and Standard Brands Enjoy the Highest Demand During Crisis

Internet Sales Benefit From the Rising Interest in Finding Ways of Economising

Future Growth in Consumer Electronics Sales Concomitant With Economic

Developments in the Country

Key Trends and Developments

the Global Crisis Does Not Leave Ukraine - Consumers Economising Still

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Digitalisation Slow in Ukraine

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