

# Imaging Devices in Malaysia

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## Abstracts

Retail sales of imaging devices continued their to fall in constant value terms during 2023. Such products are being cannibalised by smartphones, which are increasingly ubiquitous in Malaysia. While the quality of a smartphone camera is typically inferior to a dedicated digital camera or camcorder, for most local consumers, it is a 'good enough' option, as well as being less bulky to carry around Moreover, the quality of smartphone cameras steadily improved over the course of the review period,...

Euromonitor International's Imaging Devices in Malaysia 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:** Digital Camcorders, Digital Cameras.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Imaging Devices 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Smartphones continue to cannibalise digital cameras and digital camcorders

Re-opening of international borders and tax incentives designed to boost domestic tourism provide favourable environment digital camcorders

Competition in digital camcorders is good news for consumers, while Canon increasingly focuses on professionals and hobbyists

#### PROSPECTS AND OPPORTUNITIES

Smartphones will continue to cannibalise dedicated imaging devices, but sport/action camcorders will retain their niche

Physical retailers will remain the preferred channel, but e-commerce is set to rise

Low levels of spending power will undermine category growth, at least in the short-term, with a move towards value-for-money products

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