

Digital Camera Market Report by Product Type (Interchangeable Lens Cameras, Built-in Lens Cameras), and Region 2024-2032

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Abstracts

The global digital camera market size reached US\$ 7.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 11.1 Billion by 2032, exhibiting a growth rate (CAGR) of 3.8% during 2024-2032. The integration of new camera technologies, such as higher megapixel counts, faster autofocus systems, and improved image stabilization; an increasing number of people taking photography as a hobby; and significant expansion of the e-commerce sector represent some of the key factors driving the market.

Technical Upgradation in the Design is Driving the Market

Ongoing development in numerous technologies currently represents one of the primary drivers positively influencing the market. Additionally, the increasing adoption of different internet of things (IoT) devices is catalyzing the demand for IoT-enabled digital single lens reflex (DSLR) cameras. Moreover, digital sensing cameras are widely employed in healthcare-related machinery and equipment. Apart from this, the development of film production facilities is offering lucrative growth opportunities to key market players for developing innovative and customized digital cameras. In addition, the rising consumer awareness about various parameters of the device, such as compactness, weight, cost, and resolution feature, during purchase is resulting in rising innovations in the design of digital cameras.

Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. The market structure is concentrated, with top players holding

most of the share of the overall market. The volume of new entrants is low in the digital camera industry due to factors, such as the concentrated nature of the market, declining market growth, requirement for high capital investment, and brand loyalty. Product differentiation is high as the manufacturers in the industry differentiate their products as per the design, features, and components used.

What is a Digital Camera?

Also known as digicam, a digital camera is a device that captures and stores photographs or videos in digital format. It comprises lens, image sensor, processor, memory card, liquid crystal display (LCD) screen, viewfinder, battery, and flash. It also possesses inbuilt slots for memory, which aid in storing several hundred images as compared to their analog counterparts. It offers several advantages over traditional film cameras, including convenience, versatility, and ease of use. It also facilitates the ability to view images immediately after capture, take multiple shots without changing film, and edit and manipulate images on a computer. At present, key market players are introducing specialized features, such as burst shots, auto-focus, shutter speed, digital zoom, best-shot selector, and altering sensor sensitivity (ISO) and automatic white balance (AWB), in digital cameras, which is creating a favorable market outlook.

COVID-19 Impact:

The COVID-19 pandemic had a significant impact on the digital camera market. The widespread closure of retail stores and reduced consumer spending imposed challenges for the sales of digital cameras. The pandemic has disrupted supply chains and production, causing delays in the release of new camera models and shortages of some camera components. It also caused a significant drop in the production of digital cameras and order delays for the packaging companies. Moreover, the shutting down of retail outlets further led to a decline in the demand for digital cameras, which limited the growth of the market. However, a shift in consumer behavior during the pandemic, with more people working and studying from home and spending more time on social media, increased demand for high-quality webcams for making videos, which offered new growth opportunities for leading manufacturers across the globe.

Digital Camera Market Trends:

At present, the integration of new camera technologies, such as higher megapixel counts, faster autofocus systems, and improved image stabilization, represent one of the key factors positively influencing the market across the globe. In addition, the rising

popularity of social media platforms, which allow people to easily share photos and videos with others, is propelling the demand for high-quality cameras that can capture high-resolution images and videos. This, in confluence with the increasing number of individuals taking up vlogging and content creation as a profession, is increasing the demand for digital cameras worldwide. Moreover, key market players are offering advanced features, such as 4K resolution, slow-motion, and external microphone inputs, which is creating a positive market outlook. In line with this, the expansion of the e-commerce sector is offering lucrative growth opportunities to leading market players for increasing their sales. This, along with the inflating disposable incomes and increasing affordability of cameras and other photography equipment, is bolstering the growth of the market around the world. Additionally, the increasing number of people taking photography as a hobby is catalyzing the demand for cameras that can capture high-quality images. Apart from this, the widespread adoption of mirrorless cameras, which are smaller and lighter than traditional DSLR cameras, is gaining traction among both amateur and professional photographers due to their advanced features, portability, and ease of use, which is strengthening the market growth. In addition, photography is used as a means of relaxation and stress relief. As people are becoming more aware of the importance of mental health and well-being, they are adopting photography as a means to cope with stress and anxiety, which is fueling the market growth. Furthermore, the growing interest of people in wildlife and nature photography, which requires specialized equipment and techniques, is increasing the sales of cameras with long zoom lenses, fast autofocus, and rugged, weather-resistant bodies, which is driving the market worldwide.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global digital camera market report, along with forecasts at the global and regional level from 2024-2032. Our report has categorized the market based on product type.

Product Type Insights:

- Interchangeable Lens Cameras
- Digital Single Lens Reflex (SLR) Cameras
- Digital Rangefinders
- Line-Scan Camera Systems
- Built-in Lens Cameras
- Integration Camera
- Bridge Cameras
- Compact Digital Cameras

The report has provided a detailed breakup and analysis of the digital camera market based on the product type. This includes interchangeable lens cameras (digital single lens reflex (SLR) cameras, digital rangefinders, line-scan camera systems) and built-in lens cameras (integration camera, bridge cameras, and compact digital cameras). According to the report, interchangeable lens cameras (digital single lens reflex (SLR) cameras, digital rangefinders, line-scan camera systems) represented the largest segment due to the growing popularity of wildlife and fashion photography. Additionally, one major advantage offered by DSLRs is that users can change lenses as per their needs without changing the camera body.

Regional Insights:

Asia Pacific

Europe

North America

Middle East and Africa

Latin America

The report has also provided a comprehensive analysis of all the major regional markets, which include Asia Pacific, Europe, North America, the Middle East and Africa, and Latin America. According to the report, Asia Pacific was the largest market for digital camera. The increasing number of people taking photography as a hobby is driving the Asia Pacific digital camera market. In addition, the widespread adoption of mirrorless cameras, which are smaller and lighter than traditional DSLR cameras, is gaining traction among both amateur and professional photographers due to their advanced features, portability, and ease of use. Furthermore, the rising popularity of social media platforms, which allow people to easily share photos and videos with others, is propelling the demand for high-quality cameras that can capture high-resolution images and videos.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global digital camera market. Some of the companies covered in the report include:

Canon Inc.

Nikon Corporation

Sony Corporation

Panasonic Corporation

Olympus Corporation

Key Questions Answered in This Report

1. What was the size of the global digital camera market in 2023?
2. What is the expected growth rate of the global digital camera market during 2024-2032?
3. What are the key factors driving the global digital camera market?
4. What has been the impact of COVID-19 on the global digital camera market?
5. What is the breakup of the global digital camera market based on the product type?
6. What are the key regions in the global digital camera market?
7. Who are the key players/companies in the global digital camera market?

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