

Global Photographic Product Industry 2012-2017: Trend, Profit, and Forecast Analysis, September 2012

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Abstracts

The global photographic products industry is expected to witness modest growth during 2012 - 2017 to reach an estimated \$65 billion in 2017 with a CAGR of 2.3% over the next five years. Favorable demographics, rising consumer incomes, and changing lifestyle drive the demand while maintaining balance between price and quality is the industry's biggest challenge. Lucintel, a leading global management consulting and market research firm, has analyzed the global photographic product industry and presents its findings in "Global Photographic Product Industry 2012-2017: Trend, Profit, and Forecast Analysis."

The photographic products industry comprises establishments primarily engaged in the manufacturing of photographic products such as cameras, camcorders, lenses, and other products across all price ranges. Asia Pacific (APAC) dominated the industry with the largest percentage of market share in 2011. APAC and the Rest of the World (ROW) regions emerged as the fastest growing during 2006-2011.

The industry is capital intensive and consolidated as few players compete with one another. Disposable income, sharing on social networking sites, and increasing interest in photography mainly generate demand for this industry. Increasing cost of raw materials is a challenge for the industry; however, the industry recovered from the recession and is now growing. A combination of factors such as rising income and consumer spending affect market dynamics significantly. More than 80% companies are of Japanese origin.

This study provides an overview of the global photographic products industry, tracking two market segments of the industry in four geographic regions. The report studies manufacturers of cameras and other photographic products, providing a five-year

(2006-2011) annual trend analysis that highlights market size, profit and cost structure for North America, Europe, APAC, and ROW. The report also provides a forecast, addressing market opportunities for next five years (2012-2017) for each of these regions.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global photographic product industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

Features and Scope of this Report:

To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. **Some of the features of this market report are:**

Industry size estimates in terms of (US \$) value by regions and segments

Global photographic product industry analysis annual trend (2006-2011) and forecast (2012-2017)

Porter's Five Force analysis

New product launch and merger and acquisition activity in global photographic product industry analysis

Quarterly demand trend (Q1 2010-Q4 2011) and forecast analysis (Q1 2012-Q4 2013) for global photographic product industry analysis

Gross and net profit trends in the global photographic product industry analysis

Cost structure trend in the global as well as regional photographic product industry analysis

Who Can Benefit From This Report?

This study is intended for senior level executives, sales, marketing and business development professionals at various nodes of value chain of this market. This multi-client market study from Lucintel is used by small to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.

Business development

Strategic planning

Business presentation

Determination of market size and trend

Competitive analysis

Resource and Inventory Management

Budgeting

Investment Decision

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