

Assessment of the Indian Digital Camera Market 2012-2015

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Abstracts

Executive Summary

The Indian digital camera market is witnessing an exciting phase. DSLR market in India is expected to stand at 2.5 lakh units by 2012 end. Compact DC market in India stood at 33 lakh units in FY'12 and is expected to increase to 42 lakh units by FY'13.

To engage with the customers, players are innovating their products consistently and introducing features such as wi-fi connectivity. Also a new category of digital cameras, mirrorless interchangeable lens cameras, has emerged which is changing the dynamics of the market. This new technology aims at combining best of both DSLR & compact cameras. These cameras have a comparatively lower body weight and are more compact vis-a-vis bulky DSLR cameras

Why should the report be purchased?

The report "Assessment of the Indian Digital Camera Market 2012-2015" analyses the digital cameras industry and highlights the initiatives being taken by the major players. The current market scenario and future prospects of the sector has also been examined. The report also consists of primary consumer research conducted in Delhi/NCR along with latest verbatim of industry experts.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector

dynamics have been captured and used to support the research hypothesis. Primary research has been conducted in Delhi/NCR with a sample size of 100 respondents.

The report is available as single-site single-user license. The delivery time for the electronic version of the report is 3 business days as each copy undergoes thorough quality check and is updated with the most recent information available.

About Smart Research Insights (SRI)

SRI is a research organization specializing in industry research reports and custom research. Our team of dedicated researchers with rich experience across industry segments focuses on delivering high quality analysis. Undertaking in-depth secondary research we arrive at key insights, which are supported by data that has been analyzed impartially to present a clear picture of the industry. All recent developments and industry opinions which impact the sector dynamics are captured and used to support the research hypothesis.

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