

Digital SLR Cameras Driving Growth of the Digital Camera Market

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Abstracts

Digitization has helped the growth of many consumer electronics products and digital cameras are one of the beneficiaries of this technological advancement. The digital camera industry had seen unprecedented growth in the recent past, but the global economic environment has slowed its pace.

One of the segments of the digital camera market – the single lens reflex (SLR) cameras, which give photographers enough room for experimentation with interchangeable lenses - is growing at a higher rate. Digital SLRs help achieve a broader range of quality photographs with better image sensors and processors.

The popularity and acceptance of SLR cameras could be estimated from the fact that during the year ended March 2008, global shipment of digital SLR camera reached the same level achieved by the conventional film SLRs in 1981 with 7.5 million units. Digital SLR cameras hold immense potential for growth in the future with the ease of their usage, digitization, major innovations, diversity in product concepts, declining prices and growth in emerging markets.

Emerging markets especially China, India, and Eastern Europe are experiencing strong growth in the sales of digital SLR cameras, while the growth rate has slowed in Japan and the United States. Although the market for digital cameras is expanding, the profit margins of the overall industry have been shrinking because of the fierce price war.

In the near future, growth of the digital camera market will be driven mostly by digital SLR cameras. The current economic slowdown is expected to affect the shipment of compact cameras or cameras with built-in-lenses. Further, as digital SLR sales are driving the camera market, so are the dedicated accessories like interchangeable

lenses. The market for interchangeable lens is expected to grow as a result of the rapid market penetration of digital SLR cameras.

The report titled “Digital SLR Cameras Driving Growth of the Digital Camera Market,” analyzes the overall digital camera market. The major focus of the report is on the digital SLR segment that holds immense business opportunities for camera makers in the near future. The report assesses the factors that are driving the growth of this industry and also presents the major trends being witnessed. It also analyzes the interchangeable lens segment that is following the growth path of the digital SLR camera market. The competitive landscape of the digital camera industry has been assessed keeping in view the overall digital camera market, the digital SLR market and the interchangeable lens segment. Further, the major companies operating in this industry have been studied and the future trends have been outlined in this report.

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