

# Imaging Devices in Hungary

July 2023

**Table of Contents** 

## Imaging Devices in Hungary - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Smartphones meet the imaging device needs of many households

Rising interest in MILCs

Canon leads, offering a comprehensive product range across all price points

## PROSPECTS AND OPPORTUNITIES

High-quality cameras on smartphones will continue to dampen demand

Digital camcorders impacted by high prices and limited use

Innovation in digital cameras

#### **CATEGORY DATA**

Table 1 - Sales of Imaging Devices by Category: Volume 2018-2023

Table 2 - Sales of Imaging Devices by Category: Value 2018-2023

Table 3 - Sales of Imaging Devices by Category: % Volume Growth 2018-2023

Table 4 - Sales of Imaging Devices by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Imaging Devices: % Volume 2019-2023

Table 6 - LBN Brand Shares of Imaging Devices: % Volume 2020-2023

Table 7 - Distribution of Imaging Devices by Channel: % Volume 2018-2023

Table 8 - Forecast Sales of Imaging Devices by Category: Volume 2023-2028

Table 9 - Forecast Sales of Imaging Devices by Category: Value 2023-2028

Table 10 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

## Consumer Electronics in Hungary - Industry Overview

### **EXECUTIVE SUMMARY**

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

## MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

## **DISCLAIMER**

### SOURCES

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/imaging-devices-in-hungary/report.