

Imaging Devices in Taiwan

August 2023

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Imaging Devices in Taiwan - Category analysis

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2023 DEVELOPMENTS

Increasing penetration of smartphones exerts pressure on digital cameras GoPro is absolute contributor to stronger performance of digital camcorders Retail e-commerce remains most significant distribution channel for imaging devices in 2023

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Digital camcorders will benefit from rise in outdoor activities Gloomy outlook for digital cameras Launch of concept stores and teaming up with professional photographers offers novel ways for brands to reach out to their to customers

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