

# Imaging Devices in Denmark

August 2023

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#### 2023 DEVELOPMENTS

Imaging devices suffer from cannibalisation by smartphones

Rising retail price points for high-spec models

Retro trends attract consumers with a novelty factor

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Smartphones will continue to cannibalise sales of digital imaging devices

Will the post-pandemic landscape inspire consumers to pick up a camera again?

Continued price increases expected as camera players compete on high-tech specifications

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