

Imaging Devices in Colombia

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales stagnate in 2023 as consumer purchasing power declines
Digital camcorders sees a few new entrants as their popularity dwindles
Canon leads the category in 2023, closely followed by GoPro

PROSPECTS AND OPPORTUNITIES

Innovation will be essential to avoid further decline over the forecast period
Smartphones will continue to attract consumers through multifunctionality and accessible, high-quality cameras
Aggressive pricing and channel penetration will be key to growth

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Consumer Electronics in Colombia - Industry Overview

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