

# **Imaging Devices in Argentina**

July 2023

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### Imaging Devices in Argentina - Category analysis

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Further sales declines as portability is not enough to prevent falling demand Nikon and Sony rely on mono-brand stores combined with chained retailers Sony remains by far the leading name in imaging devices

# PROSPECTS AND OPPORTUNITIES

Photography enthusiasts to become a more important consumer base as sales drop Improvements to smartphone cameras to continue eroding sales of imaging devices Action cameras to become increasingly crucial for overall sales of digital camcorders

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