



Imaging Devices in Hungary

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of imaging devices remain in a slump, due to strong competition from multi-functional smartphones
Canon maintains its marginal lead on Sony thanks to focus on innovation and strong promotions
Retail e-commerce takes over from appliances and electronics specialist to become the leading distribution channel

PROSPECTS AND OPPORTUNITIES

Sales set to remain in a slump due to ongoing cannibalisation from smartphones
Innovation will focus on enhancing comfort and convenience for consumers
Could ultra-compact and simplified cameras be the next big thing?

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DISCLAIMER

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