

# **Imaging Devices in the Philippines**

July 2023

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# Imaging Devices in the Philippines - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Imaging devices suffering from strong competition from smartphones Wi-Fi and mobile compatibility help appeal to younger audience Competition remains stable with strong focus on quality among the leading brands

#### PROSPECTS AND OPPORTUNITIES

Manufacturers will focus on driving value sales within digital cameras as demand falls Building consumer engagement seen as key in maintaining an audience for imaging devices Digital camcorders to continue struggling as market remains niche

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