

Imaging Devices in France

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume declines less steep in 2023, but historic challenges remain for imaging devices
Some attraction remains for both professionals and amateurs, who seek certain specifications
GoPro maintains its unchallenged lead in digital camcorders

PROSPECTS AND OPPORTUNITIES

Competitive status quo expected to remain balanced between the strong names
Niche category requiring further innovation to expand
E-commerce and omnichannel models are ideal for imaging devices

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