

Imaging Devices in Spain

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Digital cameras experience a renaissance among younger consumers
Digital camcorders decline but sales opportunities remain among specialist groups
Established brands continue to dominate the category

PROSPECTS AND OPPORTUNITIES

The growth in digital cameras is not expected to be sustainable in the future
E-commerce will continue growing in the forecasted period
Sports and adventure enthusiasts and content creators could help to sustain a niche market for digital camcorders

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