

# Imaging Devices in Norway

August 2023

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#### 2023 DEVELOPMENTS

Imaging devices suffers from high prices and cannibalisation from smartphones

Substitution from smartphones is the biggest challenge

Analogue cameras may still hold a “retro” appeal

#### PROSPECTS AND OPPORTUNITIES

Imaging devices will continue to face competition from smartphones

Prices expected to remain high, acting as a further deterrent to mass consumers

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