



Imaging Devices in Sweden

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume sales decline as many consumers believe that smartphones provide greater convenience

Canon Svenska AB maintains its lead in imaging devices as insta360 gains momentum

Appliances and electronics specialists lead distribution as consumers review products in-person

PROSPECTS AND OPPORTUNITIES

An ongoing decline is expected as smartphone manufacturers focus on camera quality

Improving the user experience and sustainability will be key future trends

Innovation in imaging devices is set to focus on AI, modularity and multifunctionality

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