

# Imaging Devices in China

August 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Imaging devices see volume declines, due to category saturation and high prices  
Strategic shift towards mirrorless cameras, responding to consumer demand  
Digital camcorders maintain a steady growth, driven by demand from Gen Z for self-expression and the increase in sports enthusiasts

PROSPECTS AND OPPORTUNITIES

New technologies will continue to be given priority for mirrorless models

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Consumer Electronics in China - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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