

# Imaging Devices in Turkey

July 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Imaging devices see further volume decline  
Canon, Sony, and Nikon lead, while GoPro gains share  
E-commerce enjoys robust growth

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High penetration of smartphones will lead to decline of imaging devices  
Canon, Sony, and Nikon will continue to be the leading brands  
Surge in consumer demand for compact digital devices

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