

Imaging Devices in Australia

August 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales continue to see growth as younger consumers become active again

Smartphones present significant competition but players find growth opportunities in nostalgia trend

Canon remains the king of cameras with its latest product launches

PROSPECTS AND OPPORTUNITIES

Focus expected to increasingly steer towards an audience of professionals and serious enthusiasts

Economic uncertainty presents a serious threat to growth

Retailers likely to increasingly take an omnichannel approach as the offline and online worlds become blurred

CATEGORY DATA

Table 1 - Sales of Imaging Devices by Category: Volume 2018-2023

Table 2 - Sales of Imaging Devices by Category: Value 2018-2023

Table 3 - Sales of Imaging Devices by Category: % Volume Growth 2018-2023

Table 4 - Sales of Imaging Devices by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Imaging Devices: % Volume 2019-2023

Table 6 - LBN Brand Shares of Imaging Devices: % Volume 2020-2023

Table 7 - Distribution of Imaging Devices by Channel: % Volume 2018-2023

Table 8 - Forecast Sales of Imaging Devices by Category: Volume 2023-2028

Table 9 - Forecast Sales of Imaging Devices by Category: Value 2023-2028

Table 10 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

Consumer Electronics in Australia - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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