

# Imaging Devices in Sweden

August 2023

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#### 2023 DEVELOPMENTS

Imaging devices losing mass appeal with growing focus on professionals and serious enthusiasts

Smartphones cannibalising sales of imaging devices thanks to increasingly sophisticated camera features

Travel and action cams still hold some appeal

#### PROSPECTS AND OPPORTUNITIES

Consumers expected to shun imaging devices in favour of their smartphones

Prices expected to rise as products become more sophisticated and advanced to reflect the market demand

Improved travel opportunities could present some opportunities for growth

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