

Imaging Devices in Thailand

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Popularity of smartphone photography cannibalises sales of imaging devices

Imaging devices continue to have niche appeal

GoPro leads, while other players shift to premium-positioned products

PROSPECTS AND OPPORTUNITIES

Sales of imaging devices will continue their downward slide

Focus on DSLR and mirrorless camera segments

Appliances and electronics specialists will continue to dominate distribution, but retailers may need to diversify, or switch to online retailing, to remain competitive

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