



Euromonitor
International

Imaging Devices in Brazil

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2025 DEVELOPMENTS

Digital cameras provide some resilience as camcorders face ongoing declines

Established brands anchor the category alongside niche players in fragmented market

Retail e-commerce stabilises whilst promotions sustain hypermarket relevance in a mature environment

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Digital cameras support modest value growth as camcorders remain in decline

Pragmatic technological advances enhance usability for creators

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DISCLAIMER

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