



Imaging Devices in Taiwan

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Increasing free travel after the pandemic helped boost sales performance of imaging devices
GoPro kept being the absolute contributor in digital camcorders
Electronics and appliance specialist retailers remained the most significant distribution channel in 2025

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GoPro expected to expand its lead through action camcorders
Digital cameras and camcorders face ongoing pressure from smartphones
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