



Euromonitor
International

Imaging Devices in China

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KEY DATA FINDINGS

2025 DEVELOPMENTS

While digital cameras maintains its declining trend, short video platforms drive growth for digital camcorders
The continual launch of technologically advanced products maintains Canon's leadership
Offering many benefits, including competitive prices, retail e-commerce becomes the leading distribution channel

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Smartphones will continue to threaten sales of imaging devices
Product differentiation and technological upgrading likely to be seen
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DISCLAIMER

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