Description:
Because of the influences from the technological upgrading of products and related policies, the sales revenue of China's digital cameras showed the fluctuation trend during 2009-2012. But with the improvement of national economy and living standards as well as the increasing market of consumer electronics products, it is predicted that the sales revenue of digital cameras will increase in the future few years and will reach CNY 85 billion by 2017.

In 2012, Canon, Nikon and Sony ranked the top three positions in China's digital camera market with the accumulative attention shares of more than 70%. The commercially available consumer-level digital cameras had the largest number, but the attention share showed the declining trend. The digital SLR cameras exceeded the consumer-level digital cameras in the third quarter with the highest SKU attention rate; the attention rate of EVIL (electronic viewfinder interchangeable lens) cameras showed the rising trend and the number of the commercially available brands increased compared with 2011. The new consumer-level digital cameras were released every month and the average market price showed the rising trend. The average market price of digital SLR cameras was obviously higher than that of other market segments.

Research and Forecast of China Digital Camera Industry, 2013-2017 mainly includes the following contents: Development status quo, supply & demand and development trends of China's digital camera industry, Development environment, market scale of digital camera industry, brand competition and channel competition
Analyze the operation of five major manufacturers of digital cameras in China and the development of key foreign brands etc.

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