



Euromonitor  
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# Imaging Devices in Germany

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining sales of imaging devices due to substitution by smartphone cameras  
Mirrorless cameras and cameras integrating camcorder features drive the competitive landscape  
Retail e-commerce sees slow growth, but specialist stores remain the main provider of imaging devices

PROSPECTS AND OPPORTUNITIES

Trend towards authentic “imperfect” photos could be a gamechanger in the future sales of digital cameras  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/imaging-devices-in-germany/report](http://www.euromonitor.com/imaging-devices-in-germany/report).