



Imaging Devices in Brazil

January 2026

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Imaging Devices in Brazil - Category analysis

KEY DATA FINDINGS

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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