



# Imaging Devices in Malaysia

October 2025

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## Imaging Devices in Malaysia - Category analysis

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#### 2025 DEVELOPMENTS

Imaging devices continues to see decline as discretionary spending reduces  
Popularity of action cameras among young consumers solidifies GoPro's position  
E-commerce continues to gain ground on appliances and electronics specialists

#### PROSPECTS AND OPPORTUNITIES

Smartphones will remain a persistent threat to imaging devices in the years ahead  
Rise of street photography and nostalgia trend may fuel demand  
AI-Powered innovation could elevate action camera appeal among content creators

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