



Euromonitor
International

Imaging Devices in Turkey

August 2025

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2025 DEVELOPMENTS

Imaging devices remain in a negative slump due to ongoing cannibalisation from smartphones

Canon and Sony maintain their leading places in cameras and camcorders

Appliances and electronics specialists maintain lead over retail e-commerce

PROSPECTS AND OPPORTUNITIES

Volume sales will remain in a slump due to ongoing competition from smartphones, with camcorders seeing a gradual improvement in sales

Innovation expected to focus on AI integration, with mirrorless cameras leading the trend

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DISCLAIMER

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