

# Imaging Devices in Romania

August 2025

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## Imaging Devices in Romania - Category analysis

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Sharp decline continues for imaging devices

Nikon and Canon retain dominance, GoPro stands out in growth

Specialist retailers dominate, e-commerce gains ground

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Smartphones will continue to erode demand

Niche targeting and Al-driven innovation to shape future growth

Compact, ergonomic, and eco-friendly products to gain appeal

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