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Digital camera market in India can be characterized with strong growth potential in the ensuing years. Currently, the market is mainly dominated by a handful of players and a cut-throat competition exists amongst these players. The market was valued at INR 17.5 bn during the fiscal year 2010 and is expected to attain a CAGR of 43% to reach INR 104.6 bn by 2015. Rising disposable income and increased consumerism primary boosts the market in India.

http://www.bharatbook.com/market-research-reports/consumer-electronics-market-research-report/digital-camera-market-in-india-2012.html

The report begins with a market overview, which provides an insight to the overall digital camera market. It describes the primary reasons which are propelling the market forward. The section also talks about the prevailing competition amongst major players and the market size and growth figures in India in terms of revenue as well as total camera units. This section also features Porterâ€™s five forces analysis of the digital camera market in India, thereby offering a clear picture of the market scenario and market entry barriers for prospective new entrants.

This section is followed by the technology section which enlightens the readers about the image sensors used in digital cameras for producing images. The sensors discussed in the report comprise of CMOS and CCD sensors. The section enlists the working procedures and advantages of these sensors, thereby providing detailed information about the Pros and Cons of each individual sensor. Distribution model section of the report briefly summarizes the various channels of product distribution, adopted by major players in the market to sell their products. It brings forth the present marketing strategies put in place by the players so as to increase their market reach and penetration.

Pricing strategy analysis of top three vendors in the market have been derived after an in-depth analysis of the players concerned. The list generated after the research offers valuable insight about the various lucrative segments in the market. This section also features a separate analysis column which helps in clearly distinguishing the prime product segments on which these vendors primarily emphasize on.

Industry Analysis

For more information kindly visit :

Digital Camera Market in India 2012

Or

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