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REPORT HIGHLIGHTS

The global digital photography market was valued at $65.6 billion in 2010 and $68.4 billion in 2011. By 2016, the digital photography market should reach $82.5 billion, a 3.8% compound annual growth rate (CAGR) between 2011 and 2016.

Cameras and lenses account for the bulk of the photography market, representing 55% of global sales. This market segment was valued at $37.6 billion in 2011, and is expected to grow at a CAGR of 5.8%, reaching $49.8 billion in 2016.

The photo print industry is struggling to maintain growth. In 2016, the segment is expected to slide in sales, decreasing to $24.7 billion, down from $25 billion in 2011.

REPORT SCOPE

INTRODUCTION

Just 20 years ago very few people understood the opportunity for digital photography, and even fewer people could have foreseen the impact that digital photography would have on related markets. Even fewer would have predicted the rise of the microstock photography market and the proliferation and growth in Internet photo sharing sites. While the impact on the photo processing market could have been predicted, most were surprised by how rapidly digital photography has displaced film. When digital cameras were introduced, the concept of customizing merchandise with personal photographs was in its infancy. A few firms offered customized products to customers who mailed in photographs. The market at that time was constrained by cumbersome and lengthy processes.Today, the digital photography marketâ€”inclusive of cameras, lenses, printers and complementary productsâ€”is an industry valued at more than $68 billion. Photography services account for several hundred billion more in revenues and the opportunities for providing these services digitally have become big business.This analysis of the digital photography market will provide the reader with an understanding of the primary products in the marketâ€”namely cameras and lenses; the products to print digital photographsâ€”printers and kiosks; and complementary products closely tied to digital photographyâ€”inclusive of storage cards, digital photo frames, and photo editing software.

STUDY GOALS AND OBJECTIVES

The digital photography market can be defined as the products that enable digital photography. This report will review products of the digital photography market and examine other products which have expanded due to the digital photography industry. The objective of the report is to identify the major market segments that are closely related to digital photography and understand how digital photography has impacted those markets. We intend to identify the trends and technologies that are driving these markets. We will look at a number of emerging market applications that are related to or that make use of digital photography. We will examine companies involved in this market and also will do a small analysis on complementary digital photography segments.
http://www.bharatbook.com/market-research-reports/information-technology-market-research-report/digital-photography-global-markets.html

REASONS FOR DOING THE STUDY

Since the last publication of this BCC Research report in 2008, the digital photography market has expanded and continued to experience demand from both consumers and professionals. The digital still camera has rapidly come to dominate the photography market over the past 15 years. The dominance of digital photography has dramatically affected a number of related markets including the medical and automotive industries. This report will provide a complete look at the digital photography business and how digital photography has changed some existing markets. Industry Analysis

SCOPE AND FORMAT

The digital photography market report will include market sizing and information on major market segments for both camera products and complementary products. Products covered include digital cameras, interchangeable lenses, photo-quality printers, and secondary and ancillary products.

The report provides in-depth analysis of trends in the market, professional photography and photographerâ€™s roles, image editing and management software, photo sharing sites, photo processing, and other forms of photo viewing and storage. In addition, the report will cover a number of applications in the digital market, including the medical visualization, industrial uses, dental applications, security, and traffic and law enforcement market. The report will include a discussion of the digital photo storage market, digital viewing and digital photo manipulation products. Although the video camcorder and scanner markets are related to the digital photography market, this report will not cover those markets.

INTENDED AUDIENCE

This study covers the products and applications associated with the digital photography market. This market is extremely broad and diverse. As a result, this report examines numerous industries, which have their own structures, trends, technologies, products, and applications. It also discusses industry structure and provides a patent analysis related to digital cameras. Product segments covered include the following:

Digital still cameras.

Interchangeable lenses.

Digital photo processing equipment.

Photo-quality printers.

Storage productsâ€”digital card storage.

Digital photo frames.

Photo editing software.

This report may be useful to executives and mid-level managers in any industry affected by the digital photography trend as well as industries which are tangentially involved with the ones covered in the report.

METHODOLOGY

The information for this BCC report was obtained through primary and secondary research methodologies. Primary methods include interviews with key representatives in the industryâ€”product development managers, photography professionals, government agencies and departments, and other key representatives involved in the photography industry.

Secondary methods include published literature, investment reports, company literature, and various business journals that focus on digital imaging products and technologies.

Market data for this report pertains to the global market, with regional data included for broad areas: North America, Europe, Asia and Rest of World. All financial information is displayed using U.S. dollars at the manufacturersâ€™ level. The base year of the report is 2011, with historical data provided for 2008, 2009 and 2010, and forecast data provided through 2016. Historical, base year, and forecast data are provided for each of the market segments in the report. Compound annual growth rates (CAGRs) are determined through a compilation of data including past trends, future trends, demographics, manufacturersâ€™ trends, products in research and development, current product growth, and other trends affecting the photography industry. Competitor market share estimates are provided for each market segment for the 2011 base year and for historical years 2008 through 2010.

For more information kindly visit :

Digital Photography: Global Markets

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Bharat Book Bureau

Tel: +91 22 27810772 / 27810773

Fax: + 91 22 27812290

Email: info@bharatbook.com

Website: www.bharatbook.com

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