

## Digital Cameras - UK - April 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



*"Mirrorless devices often represent a midpoint between functionally defunct compact cameras and what consumers see as too expensive or unnecessarily advanced DSLR cameras. A potential difficulty over the coming years may be in convincing mirrorless owners to continue contributing spend."*

– Samuel Gee, Technology Analyst

### In this report we answer the key questions:

- Will growing DSLR sales manage to support the UK market?
- How successful will social cameras be?
- Are mirrorless sales an industry revitaliser?
- Are smartphones a threat simply because of their convenience?

The market for digital cameras in the UK has continued to evolve over 2012. The explosive growth in smartphone sales seen between 2009 and 2011 slowed to a crawl as ownership peaked amongst primary demographics, but despite this the proportion of consumers relying on smartphones rather than digital cameras continued to increase.

In the UK, as in the rest of the developed world, manufacturers are slowly shifting focus to DSLR and mirrorless cameras as a primary vehicle for driving revenue. Important questions remain, however, as to whether this switch will ultimately be fast enough to support an industry that has been falling in value for some time.

This report will investigate what cameras consumers own and which they tend to favour for their use, when their cameras were purchased, what cameras they plan to purchase next, the activities that consumers want to carry out on digital cameras and consumer attitudes towards digital disposable cameras.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[oxygen@mintel.com](mailto:oxygen@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market