

The Photography Consumer - US - April 2013

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“Digital camera manufacturers may offer a product with superior quality and features but with two substantial disadvantages—it is not always at hand and consumers are generally satisfied with the quality and convenience of the camera on their mobile device. Digital pictures can be lost through human error and device failure, among other reasons. This is the ultimate challenge to address.”

– Billy Hulkower, Technology Analyst

In this report we answer the key questions:

- Can digital photos survive a human and technological obstacle course?
- Are digital point-and-shoot cameras facing a slow death?
- Can more adults without children be drawn into the market?
- Can home printing be resuscitated?
- Is there money to be made in photo sharing?

The landscape for taking, sharing, storing and printing pictures has changed as more consumers, particularly young adults, are using photographic images as their preferred form of communication. Their comfort with technology and demand for immediacy are driving change in the photography market, and these changes are manifest in the use of camera-equipped mobile devices (cellphones, smartphones, tablets) and digital cameras, ways of sharing and disseminating images, as well as for permanent storage and preservation solutions.

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DID YOU KNOW?

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

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Are digital point-and-shoot cameras facing a slow death?
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