

# The 6sight Report

THE FUTURE OF IMAGING

Volume 19, Issue 2 • March 2010

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## Digital Cameras

What will drive  
new sales?

Interviewed:  
Fujifilm and  
Olympus

Latest compact  
and interchangeable  
lens models

## Current Camera Sales: Better than expected

What will drive future camera sales? In this issue we present our conversation concerning the primary factors with two imaging industry executives. We believe you will find their opinions informative and enlightening.

But how are current digital camera sales? Not good — but nowhere near as bad as you might expect.

Worldwide, the Camera & Imaging Products Association of Japan reports that in 2009, the total shipments of digital cameras reached 105.9 million units.

That's down 11.6 percent compared to 2008, when shipments exceeded 119 million units. Compact digital cam-

eras decreased 12.8 percent — but digital SLRs increased by 2.3 percent to 10 million units shipped in 2009. [And sales of interchangeable lenses for those SLRs reached 16.1 million units in 2009, an increase of 2.8 percent from the previous year.]

The forecast for shipments of digital cameras in 2010 is 109.9 million units — a 3.8 percent increase over the past year. Compact cameras are expected to increase by 3 percent; SLRs to increase by 11.1 percent. [And lenses are expected to grow to 17.9 million units, an 11.2 percent increase.]

In the US, digital camera unit sales were down 2 percent in

December 2009 compared to the same month last year, according to PMA's Monthly Printing and Camera Trends Report.

For the entire year of 2009, digital camera unit sales were down 8 percent, says PMA; NPD Group reports digital camera sales were down 9 percent in September 2009 compared to the same month last year.

The problem is just not the overall troubled worldwide economy. It's also that these sales are compared against years of growth, as everyone shifted from film to digital cameras, and from poor quality initial models to high quality current cameras.

The result: just about everyone HAS a camera. Digital camera penetration in the United States reached 73 percent in 2008, PMA reports, and camera phones are also in most U.S. households.

If a customer bought a camera in the last few years, it's a good one, capturing excellent photos, generally — meaning they have no obvious or immediate needs to upgrade.

The overall outlook might be rosy: CIPA says it expects to ship almost 110 million cameras in 2010, up 3.8 percent from the prior year. Also, interchangeable lens cameras will grow 11.1 percent to 11 million units in 2010, CIPA predicts.

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