

2015 U.S. Interchangeable Lens Camera Market Study: Consumer Imaging Behaviors and Industry Trends

Project Director:	Ed Lee, Group Director
Senior Advisors:	Mark DiMattei, Manager Carrie Sylvester, Consultant
Creative Services:	Kara Hanlon, Desktop Publisher
Editorial/Proofreading:	Mark DiMattei, Manager

This report is copyrighted by InfoTrends and is made available to a limited number of clients subject to the following conditions:

InfoTrends retains all rights to this report in its entirety.

Reproduction and/or disclosure in whole or in part to parties other than the InfoTrends client to whom the document was originally sent is prohibited without the express written consent of InfoTrends.

This report should be treated as confidential and proprietary for internal use only.

The information is believed to be accurate and reliable, but cannot be guaranteed to be correct or complete.

Table of Contents

Executive Summary	5
<i>Key Highlights</i>	6
Recommendations	8
<i>For the Overall Market</i>	8
<i>For CILC Vendors</i>	9
<i>For DSLR Vendors</i>	10
Introduction	11
Project Objectives	11
Digital Camera Market Structure	12
Market Drivers	14
<i>Overall</i>	14
<i>Compact Interchangeable Lens Cameras</i>	14
<i>Digital SLRs</i>	15
Market Barriers	16
<i>Overall</i>	16
<i>Compact Interchangeable Lens Cameras</i>	16
<i>Digital SLRs</i>	17
Consumer Digital Interchangeable Lens Camera Forecast	18
<i>Forecast Methodology</i>	18
<i>Market Forecast</i>	18
Market Situation	18
Unit Sales	20
Revenues	23
Average Selling Prices	26
Household Penetration	27
DSLRs vs. CILCs	28
DSLRs	32
CILCs	33
End User Survey Findings	35
<i>Research Methodology</i>	35
<i>Camera Ownership</i>	36
<i>Demographics</i>	37
Age & Gender	38
Household Income	39
Presence of Children	40

Publications Read	40
Technology Adoption	41
Photographer Type	43
Demographic Summary	44
<i>General Photography Habits</i>	44
Frequency of Camera Use	45
Number of Photos Taken	46
Photo Activities	47
Unique Photos Stored	48
Photo Subjects	49
Photo Editing Software	51
<i>Digital Interchangeable Lens Cameras</i>	52
CILC Naming Preference	52
Number of DILCs Owned	53
Brands Owned	54
Types of Cameras Considered	57
First, Replacement, or Additional Camera	59
Motivation for Purchase	60
Duration of Ownership	60
Reasons for Purchasing an Additional/Replacement Camera	61
Configuration	62
Price	63
DILCs and Wi-Fi Connectivity	64
Videography	65
Lenses	71
Accessories	76
<i>Future Purchasing Intentions</i>	78
Timeline for DILC Purchase	78
Type of Camera	79
Anticipated Purchase Price	80
Important Features	81
Brands	83
Purchasing Location	84
Premium P&S Camera Consideration	85
<i>Compact Interchangeable Lens Cameras</i>	86
CILCs Perceived Advantages over DSLRs	86
Importance of Factors	87
CILC Effects on DSLR Use	88
Year-over-Year Comparisons	89
CILC Owners Who Don't Own DSLRs	90
InfoTrends' Opinion	91
Appendix A: Forecast Data	92
<i>DILCs</i>	92
<i>DSLRs</i>	93
<i>CILCs</i>	93
Appendix B: Definitions	94
<i>Technology Adopter Types</i>	94
<i>Photographer Types</i>	94

List of Tables

Table 1: DILC Unit Shipment Forecast, 2014-2020 (Thousands)	20
Table 2: What percentage of your photos do you save, edit, print, share, or organize? (Mean)	47
Table 3: Which of the following subjects do you typically take photos of with your camera?	49
Table 4: Which of the following situations/events do you typically take photos of with your camera?	50
Table 5: How important will each of the following attributes be when you purchase your DILC? (Mean)	81
Table 6: Demographic Comparison of CILC Owners (2013 vs. 2015)	89
Table 7: Demographic Comparison of DSLR & CILC Owners vs. CILC Only Owners	90

List of Figures

Figure 1: The Digital Camera Market	12
Figure 2: Naming Preference for Compact Interchangeable Lens Cameras	13
Figure 3: DILC Unit Shipment Forecast, 2012-2018 (Thousands)	20
Figure 4: DILC Unit Shipment Forecast by Price Band, 2014-2020 (Thousands)	21
Figure 5: DILC Shipment Market Shares by Price Band, 2014-2020	22
Figure 6: DILC Revenue Forecast, 2014-2020 (\$Millions)	23
Figure 7: DILC Revenue Forecast by Price Band, 2014-2020 (\$Millions)	24
Figure 8: DILC Revenue Market Share by Price Band, 2014-2020	25
Figure 9: DILC Average Selling Price Forecast by Price Band, 2014-2020	26
Figure 10: DILC Household Penetration Rates, 2014-2020	27
Figure 11: DILC Unit Shipment Forecast by Camera Segment, 2014-2020 (Thousands)	28
Figure 12: DILC Market Share by Camera Segment, 2014-2020	29
Figure 13: DILC Revenue Forecast by Camera Segment, 2014-2020 (\$Millions)	30
Figure 14: DILC Revenue Market Share by Camera Segment, 2014-2020	31
Figure 15: DSLR Shipment Market Share by Price Band, 2014-2020	32
Figure 16: DSLR Revenue Market Share by Price Band, 2014-2020	33
Figure 17: CILC Shipment Market Share by Price Band, 2014-2020	34
Figure 18: CILC Revenue Market Share by Price Band, 2014-2020	34
Figure 19: Which of the following types of cameras do you own?	36
Figure 20: What is your age?	38
Figure 21: What is your total annual household income (Mean)	39
Figure 22: What ages are the children living in your household?	40
Figure 23: What is your personal approach to new technologies?	41
Figure 24: Which of the following tech devices do you have in your home? (Top Ten)	42
Figure 25: Which of the following best describes you as a photographer?	43
Figure 26: How often do you use your camera?	45
Figure 27: On average, how many photos do you take every three months? (Mean)	46
Figure 28: Approximately how many unique digital photos do you have stored on your PC/storage device? (Mean)	48
Figure 29: Which of the following photo software products do you use for photo editing? (Top Ten)	51
Figure 30: Which of the following terms best describes a camera with a removable lens?	52
Figure 31: How many DILCs do you own?	53
Figure 32: What brands of DILC do you have?	54
Figure 33: How likely is it that you would recommend this camera brand to others? (Mean)	55
Figure 34: Net Promoter Scores	56
Figure 35: When you selected your newest DILC, did you consider any of the following types of cameras?	57
Figure 36: Why did you NOT purchase a DSLR after considering one? (Top Ten)	58
Figure 37: Why did you NOT purchase a CILC after considering one? (Top Ten)	58
Figure 38: Which of the following best describes your newest digital interchangeable lens camera?	59
Figure 39: What motivated you to purchase a DILC?	60
Figure 40: Why did you buy a replacement or additional DILC? (Top Ten)	61
Figure 41: When you purchased your newest DILC, which of the following did you purchase?	62

Figure 42: Approximately how much did you pay for your newest DILC? (2013 vs. 2015)	63
Figure 43: If you have (or will have) Wi-Fi connectivity in your DILC, what is it (will be) used for?	64
Figure 44: How are you using your DILC?	65
Figure 45: How often do you shoot video with your camera?	66
Figure 46: Which of the following events/situations do you take video of?	67
Figure 47: Which of the following video software programs do you use for editing videos? (Top Ten)	68
Figure 48: To which websites do you post video clips captured with your DILC?	69
Figure 49: Will 4K resolution change your workflow/use of your DILC?	70
Figure 50: How many lenses do you own for your DILC?	71
Figure 51: Which of the following features did you consider when you made your lens purchase decision? (Top Ten)	72
Figure 52: What brands of lenses do you own?	73
Figure 53: How soon do you expect to purchase additional lenses for your DILC?	74
Figure 54: Where do you think you will most likely purchase these additional lenses?	75
Figure 55: Which accessories do you own?	76
Figure 56: On average, how often do you replace these accessories?	77
Figure 57: How soon are you planning to purchase (another) DILC?	78
Figure 58: Which type of DILC are you thinking of buying?	79
Figure 59: How much do you expect to spend on a DILC? (Mean)	80
Figure 60: What special features would you like to have in a new DILC? (Top Ten)	82
Figure 61: Which of the following brands are you considering purchasing?	83
Figure 62: Where do you think you will most likely purchase your DILC?	84
Figure 63: How likely are you to ever purchase a premium P&S camera?	85
Figure 64: Perceived Advantages of CILCs over DSLRs	86
Figure 65: When you bought your CILC, how important were the following factors in your purchase decision? (Mean) (Top Ten)	87
Figure 66: How has your ownership of a CILC affected the use of your DSLR?	88