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# 2016 U.S. Interchangeable Lens Camera Market Study: Consumer Imaging Behaviors and Industry Trends

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## Introduction

InfoTrends has been conducting in-depth studies of the DILC market since 2008. What started as a digital SLR market has now evolved into two segments: DSLR cameras and Mirrorless cameras or MILCs. The distinction between DSLRs and mirrorless cameras is disappearing, given recent camera introductions (Olympus OM-D M10 II and the Sony Alpha 7R II) and their positioning in the market. As we look ahead, we believe that the market will become known as the DILC market, with the use of “digital” being optional. Cameras, regardless of whether they have a mirror or not, will have to compete mainly on features, benefits, and price.

The DSLR segment continues to account for the majority of sales in today’s market, but mirrorless cameras continue to hold significant shares in some regions of the world. As a whole, the category is projected to experience a decline in sales and revenues in 2016. As the DILC market matures, all vendors will need to seek new opportunities. Mirrorless cameras still primarily appeal to tech-savvy, early adopting, male photo hobbyists who have a high interest in photography. For the market to continue to grow, they must become appealing to a wider, less advanced audience of photographers, who are stepping up from point & shoot cameras or smartphones, or are buying their first digital cameras. Vendors must give mainstream consumers, especially women, a good reason to purchase a camera that is more expensive than a point & shoot device. This entry model will also have to be similar in features and function to the more established DSLRs.

## Project Objectives

This study is designed to equip companies that are interested in the DILC market with critical business planning information. It will:

- Segment and profile the market for current and future DILC buyers by key demographic characteristics, such as age, gender, income, parental status, and photographer type.
- Compare the demographic profile of smartphone only, point & shoot (P&S), Mirrorless, and DSLR camera owners.
- Examine owners’ and future owners’ attitudes, behaviors, and preferences.
- Consider the relative importance of product attributes.
- Provide insight into photo activities, feature usage, and future requirements.
- Analyze product awareness, consideration, and purchasing for current and future owners.
- Outline the potential opportunity of the DILC market by providing unit and value forecasts.
- Identify opportunities and strategies for DILC vendors.