

# MULTI-CLIENT

## 2017 US INTERCHANGEABLE LENS CAMERA MARKET STUDY

Consumer Imaging Behaviors and Industry Trends

SEPTEMBER 2017





# contents

## Table of Contents

Executive Summary .....	9
Key Highlights .....	10
Recommendations .....	12
Overall Market .....	12
Mirrorless Camera Vendors.....	13
DSLR Vendors .....	13
Introduction .....	15
Project Objectives .....	15
Digital Camera Market Structure .....	16
Market Drivers .....	17
Overall .....	17
Mirrorless Interchangeable Lens Cameras .....	18
Digital SLRs .....	19
Market Barriers .....	20
Overall .....	20
Mirrorless Interchangeable Lens Cameras .....	20
Digital SLRs .....	21
End User Survey Findings.....	23
Research Methodology .....	23
Camera Ownership .....	24
Demographics .....	25
Age & Gender.....	26
Household Income .....	27
Presence of Children.....	28
Publications Read.....	29
Technology Adoption .....	30
Photographer Type.....	32



Aspiring Professionals.....	32
Mirrorless Interchangeable Lens Cameras.....	35
Mirrorless Interchangeable Lens Camera Owners.....	35
Mirrorless Owners Who Don't Own DSLRs.....	36
General Photography Habits.....	37
Frequency of Camera Use.....	38
Number of Photos Taken.....	39
Photo Activities.....	40
Sharing Photos.....	40
Photo Subjects.....	41
Photo Editing Software.....	44
Digital Interchangeable Lens Cameras.....	46
Number of DILCs Owned.....	46
Brands Owned.....	47
Types of Cameras Considered.....	50
First, Replacement, or Additional Camera.....	51
Motivation for Purchase.....	52
Migration Paths.....	52
Duration of Ownership.....	54
Configuration.....	55
Price.....	56
DILCs and Wi-Fi Connectivity.....	57
Important Purchase Factors for Mirrorless Owners.....	57
Videography.....	58
Lenses.....	64
Accessories.....	70
Future Purchasing Intentions.....	71
Timeline for DILC Purchase.....	71



Type of Camera .....	74
Anticipated Purchase Price .....	75
Important Features .....	76
Brands .....	78
Purchasing Location.....	79
Information Sources.....	79
Marketing Communications .....	80
Digital Interchangeable Lens Camera Forecast .....	81
Forecast Methodology .....	81
Market Forecast.....	81
Market Situation .....	81
Unit Sales.....	82
Revenue .....	86
Average Selling Prices.....	89
Household Penetration .....	90
DSLRs vs. Mirrorless.....	91
DSLRs .....	94
Mirrorless Cameras.....	96
ILC Lenses .....	98
InfoTrends' Opinion.....	99
Appendix A: Forecast Data .....	100
DILCs .....	100
DSLRs.....	102
Mirrorless Cameras .....	103
Lenses .....	104
Appendix B: Definitions .....	105
Technology Adopter Types .....	105
Photographer Types.....	105



## Tables

Table 1: Demographics of Aspiring Professional Photographers and Videographers .....	34
Table 2: Demographic Comparison of Mirrorless Camera Owners (2016 vs. 2017) .....	35
Table 3: Demographic Comparison of DSLR & Mirrorless Camera Owners vs. Mirrorless Only Cameras Owners .....	36
Table 4: What percentage of your photos do you save, edit, print, or share? (Mean) .....	40
Table 5: Which of the following subjects do you typically take photos of with your camera? .42	
Table 6: Which of the following situations/events do you typically take photos of with your camera? .....	43
Table 7: Demographics of DILC Purchase Intenders .....	73
Table 8: How important will each of the following attributes be when you purchase your DILC? (% Extremely and Very Important) .....	76
Table 9: DILC Unit Shipment Forecast, 2016-2022 (Thousands) .....	83
Table 10: DILC Revenue Forecast, 2016-2022 (\$Millions) .....	86
Table 11: DILC Average Selling Price Forecast by Price Band, 2016-2022 .....	89
Table 12: United States Digital Interchangeable Lens Camera Forecast .....	100
Table 13: Unit Sales by Price Bands .....	100
Table 14: Unit Sales Shares by Price Bands .....	101
Table 15: Revenue by Price Bands .....	101
Table 16: Revenue Shares by Price Bands .....	101
Table 17: Average Price .....	101
Table 18: United States DSLR Camera Forecast .....	102
Table 19: Unit Sales Shares by Price Bands .....	102
Table 20: Revenue Shares by Price Bands .....	102
Table 21: United States Mirrorless Camera Forecast .....	103
Table 22: Unit Sales Shares by Price Bands .....	103
Table 23: Revenue Shares by Price Bands .....	103
Table 24: United States DILC Lens Forecast .....	104

## Figures

Figure 1: The Digital Camera Market .....	16
Figure 2: Which of the following types of cameras do you own? .....	24
Figure 3: What is your age? .....	26
Figure 4: What is your age? (Balanced Population Sample) .....	27



Figure 5: What is your total annual household income (Mean) .....28

Figure 6: What ages are the children living in your household? .....29

Figure 7: What is your personal approach to new technologies? .....30

Figure 8: Which of the following tech devices do you have in your home? (Top Ten) .....31

Figure 9: Which of the following best describes you as a photographer? .....32

Figure 10: Which of these best describes your future aspirations with photography? .....33

Figure 11: What would need to happen before you became a professional photographer? 33

Figure 12: What would need to happen before you became a professional videographer? .34

Figure 13: How often do you use your camera? .....38

Figure 14: On average, how many photos do you take every three months? (Mean) .....39

Figure 15: Which of these websites do you use to share photos? .....41

Figure 16: Which of the following photo software products do you use for photo editing? (Top Ten) .....44

Figure 17: Which of the following mobile photo apps do you use for photo editing? (Top Ten) .....45

Figure 18: How many DILCs do you own? .....46

Figure 19: What brands of DILC do you have? .....47

Figure 20: How likely is it that you would recommend this camera brand to others? (Mean) ..48

Figure 21: Net Promoter Scores .....49

Figure 22: When you selected your newest DILC, did you consider any of the following types of cameras? .....50

Figure 23: Why did you NOT purchase a DSLR after considering one? (Top Ten) .....50

Figure 24: Why did you NOT purchase a mirrorless camera after considering one? (Top Ten) .....51

Figure 25: Which of the following best describes your newest digital interchangeable lens camera? .....51

Figure 26: What motivated you to purchase a DILC? .....52

Figure 27: Thinking about your ILC, which statement best describes your camera migration? 53

Figure 28: Why have you migrated to more advanced models over time? .....53

Figure 29: Why have you stayed with the same level of camera? .....54

Figure 30: When you purchased your newest DILC, which of the following did you purchase? .....55

Figure 31: Approximately how much did you pay for your newest DILC? (2016 vs. 2017) .....56

Figure 32: If you have (or will have) Wi-Fi connectivity in your DILC, what is it (will be) used for? .....57

Figure 33: When you bought your mirrorless camera, how important were the following factors in your purchase decision? (Mean) (Top Ten) .....58



Figure 34: Which of the following best describes you as a videographer? .....58

Figure 35: How are you using your DILC? .....59

Figure 36: How often do you shoot video with your camera? .....60

Figure 37: Which of the following events/situations do you take video of?.....61

Figure 38: How do you use the videos that you capture with your ILC? .....61

Figure 39: To which websites do you post video clips captured with your DILC? (Top 10) .....62

Figure 40: Which of the following video software programs do you use for editing videos? (Top Ten) .....63

Figure 41: Will 4K resolution change your workflow/use of your DILC? .....64

Figure 42: How many lenses do you own for your DILC? .....65

Figure 43: Which of the following features did you consider when you made your lens purchase decision? (Top Ten) .....66

Figure 44: What brands of lenses do you own? .....67

Figure 45: How soon do you expect to purchase additional lenses for your DILC? .....68

Figure 46: Where do you think you will purchase the additional lenses? .....69

Figure 47: Which accessories do you own? .....70

Figure 48: On average, how often do you replace these accessories? .....71

Figure 49: How soon are you planning to purchase (another) a DILC? .....72

Figure 50: Which type of DILC are you thinking of buying? .....74

Figure 51: How much do you expect to spend on a DILC? (Mean) .....75

Figure 52: What special features would you like to have in a new DILC? (Top Ten) .....78

Figure 53: Which of the following brands are you considering purchasing? .....78

Figure 54: Where do you think you will most likely purchase your DILC? .....79

Figure 55: Which information sources will you most likely use? .....80

Figure 56: How would you like camera companies to communicate with you? .....80

Figure 57: DILC Unit Shipment Forecast, 2016-2022 (Thousands) .....83

Figure 58: DILC Unit Shipment Forecast by Price Band, 2016-2022 (Thousands) .....84

Figure 59: DILC Shipment Market Shares by Price Band, 2016-2022 .....85

Figure 60: DILC Revenue Forecast, 2016-2022 (\$Millions) .....86

Figure 61: DILC Revenue Forecast by Price Band, 2016-2022 (\$Millions) .....87

Figure 62: DILC Revenue Market Share by Price Band, 2016-2022 .....88

Figure 63: DILC Average Selling Price Forecast by Price Band, 2016-2022 .....89

Figure 64: DILC Household Penetration Rates, 2016-2022 .....90

Figure 65: DILC Unit Shipment Forecast by Camera Segment, 2016-2022 (Thousands) .....91

Figure 66: DILC Market Share by Camera Segment, 2016-2022 .....92



Figure 67: DILC Revenue Forecast by Camera Segment, 2016-2022 (\$Millions) .....	92
Figure 68: DILC Revenue Market Share by Camera Segment, 2016-2022 .....	93
Figure 69: DSLR Shipment Market Share by Price Band, 2016-2022 .....	94
Figure 70: DSLR Revenue Market Share by Price Band, 2016-2022 .....	95
Figure 71: Mirrorless Camera Shipment Market Share by Price Band, 2016-2022.....	96
Figure 72: Mirrorless Camera Revenue Market Share by Price Band, 2016-2022 .....	97
Figure 73: Lens Shipment Forecast by Camera Segment, 2016-2022.....	98
Figure 74: Lens Revenue Forecast by Camera Segment, 2016-2022 .....	98





## 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 (e.g., Olympus OM-D E-M10 III and Sony Alpha 9) 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 much of the sales in today’s market, but mirrorless cameras continue to gain share in all regions of the world. The DILC category is projected to experience a decline in sales and revenue in 2017. As the market continues to mature, all vendors will need to seek out new niche markets in the replacement/additional camera market as well as develop the first-time ILC buying opportunity, if the market is to remain viable for years to come.

## 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 by key demographic characteristics, such as age, gender, income, and photographer type for current and future DILC buyers.
- Highlight potential target segments for new marketing and sales opportunities.
- 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.
- 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 for the DILC market by providing unit and value forecasts.
- Identify opportunities and strategies for DILC vendors.



# authors



**Ed Lee**

Group Director  
+ 1 781-616-2124



Ed Lee is the Group Director of InfoTrends' Worldwide Consumer and Professional Imaging Services. In this role, he oversees the company's coverage of all activities in areas related to consumer imaging and digital photography, including digital cameras, smartphones, connected devices, photo software, photo output, social networks, and online photo services.

[Comments or Questions?](#)

This material is prepared specifically for clients of Keypoint Intelligence. The opinions expressed represent our interpretation and analysis of information generally available to the public or released by responsible individuals in the subject companies. We believe that the sources of information on which our material is based are reliable and we have applied our best professional judgment to the data obtained.