

MULTI-CLIENT

2019 US INTERCHANGEABLE LENS CAMERA MARKET STUDY

Consumer Imaging Behaviors and Industry Trends

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Executive Summary

- ◆ In the eyes of the camera industry, the digital interchangeable lens camera (DILC) market is made up of two segments: Digital single lens reflex cameras (DSLRs) and mirrorless interchangeable lens cameras (mirrorless or MILCs). We encourage camera vendors to start referring to these types of cameras as DILCs or just “interchangeable lens cameras.”
- ◆ DSLRs will maintain market segment leadership for most of the forecast period for units and revenue. Mirrorless will gain significant ground through the forecast period, reaching a 50% share of unit sales in 2024. Sales growth of mirrorless cameras will be driven by new mirrorless products from Canon, Nikon, Sony, Fujifilm, Olympus, and Panasonic.
- ◆ DSLR owner demographics remain generally stable. They are skewed toward photo enthusiasts and professional photographers. They are typically older, more commonly male, more affluent, and more tech-savvy than point & shoot (P&S) camera and smartphone owners. These consumers have strong opinions about the features and functions that they want in their cameras. Vendors must deliver on these expectations if they hope to convince current owners to re-enter the buying cycle.
- ◆ More...