

Digital SLRs and Other Interchangeable Lens Cameras: A Multi-Client Study

Report Fast Facts

Published: June 2010

Pages: 114

Tables & Figures: 92

Price: \$15,995

Order Information

To place your order today, contact Matt O'Keefe at 781.616.2100 or via e-mail at matt_okeefe@infotrends.com

About InfoTrends

InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industries. We provide research, analysis, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. To learn more about our company, visit www.infotrends.com.

© 2010 InfoTrends, Inc.
www.infotrends.com

Abstract

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, photographer type, and technology adopter type.
- Compare the demographic profile of mirrorless hybrid camera owners to DSLR camera owners
- Consider the relative importance of product attributes
- Provide insight into feature requirements and interest in new technologies
- Determine the criteria that affect purchasing decisions
- Outline the potential opportunity of the DILC market by providing unit and value forecasts
- Identify opportunities and strategies for DILC vendors

For More Information

If you would like to order extra copies of this report, receive permission to use any part of the report, or be informed of upcoming market updates, reports, and related projects, please e-mail us at info@infotrends.com.

Headquarters:
97 Libbey Industrial Parkway
Suite 300
Weymouth, MA 02189
United States
+1 781 616 2100
info@infotrends.com

Europe:
3rd Floor, Sceptre House
7-9 Castle Street
Luton, Bedfordshire
United Kingdom, LU1 3AJ
+44 1582 400120
euro.info@infotrends.com

Asia:
Hiroo Office Building
1-3-18 Hiroo, Shibuya-ku
Tokyo 150-0012
Japan
+81 3 5475 2663
info@infotrends.co.jp

Table of Contents

Executive Summary	7
Key Findings	8
Digital Interchangeable Lens Camera Market.....	8
Digital SLR Market.....	8
Mirrorless Hybrid Market	8
Recommendations	9
DILC Vendors	9
<i>Offer Entry-Level Cameras at Very Affordable Prices</i>	9
<i>Make Durable Cameras</i>	9
<i>Offer a Complete Range of Cameras</i>	9
<i>Build and Maintain Strong Brands</i>	9
<i>Communicate the Benefits of Optical Viewfinders</i>	9
<i>Give Current Owners Reasons to Buy Another DILC</i>	10
Digital SLR Camera Vendors	10
<i>Focus Messaging on Superior Image Quality</i>	10
<i>Develop Easy-to-Use Cameras</i>	10
<i>Include HD Video Capture Capability</i>	10
<i>Develop Stylish Cameras</i>	10
Mirrorless Hybrid Camera Vendors	11
<i>Build Awareness of Mirrorless Hybrid Cameras</i>	11
<i>Position Mirrorless Hybrid Cameras Clearly</i>	11
<i>Establish a Category Name</i>	11
<i>Identify Segments that Are Interested in Mirrorless Hybrid Cameras</i>	11
<i>Plan for Future Key Segments for Mirrorless Hybrid Cameras</i>	11
<i>Target Camcorder Owners with HD Video Capable DILCs</i>	12
Introduction	12
Project Objectives	12
Methodology	13
End-User Research	13
Forecast.....	13
Digital Camera Market Structure	14
Definitions	15
Forecast Definitions	15
Camera Definitions	15
Market Drivers	16
Digital SLRs	16
<i>Lower Prices Make Digital SLRs Affordable to More People</i>	16
<i>DSLRs that Behave Like Point & Shoot Cameras Appeal to Mainstream Consumers</i>	16
<i>Advanced Features Drive Hobbyists and Early Adopters to Repeat Purchases</i>	16
<i>Larger and Brighter LCDs Appeal to First-Time and Repeat Buyers</i>	16
<i>HD Video Clip Functionality</i>	16
<i>Range of Smaller Cameras from Leading Vendors</i>	17
<i>Household Penetration Remains Low</i>	17
Mirrorless Hybrid Cameras.....	17
<i>Increased Consumer Awareness</i>	17
<i>Improved Distribution</i>	17
<i>Compact Mirrorless Hybrids Become the Perfect Backup to Bulky DSLRs</i>	17
<i>Increased Availability of Lenses</i>	17
<i>Affordable Prices</i>	18

Market Barriers.....	18
Digital SLRs	18
<i>Too Expensive For Most Consumers.....</i>	18
<i>Point & Shoot Cameras are Good Enough.....</i>	18
<i>Too Big to be Convenient.....</i>	18
<i>Too Difficult to Use.....</i>	18
<i>Replacement Rates Will Slow as the Market Matures.....</i>	18
Mirrorless Hybrid Cameras.....	19
<i>Lack of Awareness.....</i>	19
<i>Fighting with Established DSLRs for Shelf Space in the Channel.....</i>	19
<i>New System that Requires Investment in a New Set of Lenses</i>	19
<i>Feature Compromises Risk Alienating Hobbyists and Mainstream Consumers</i>	19
<i>Size is Not an Issue</i>	19
<i>Lens Ranges are Limited</i>	19
Segments Most Likely to Purchase a DILC in the Coming Year.....	20
Hobbyists/Advanced Hobbyists	20
Early Adopters	21
Current DILC Owners	22
Parents with Children at Home.....	23
18-24 Year Olds.....	24
Consumer Digital Interchangeable Lens Camera Forecast	25
Market Forecast Highlights.....	25
Product Segmentation	25
Assumptions	26
Market Forecast.....	27
<i>Unit Sales.....</i>	27
<i>Revenues.....</i>	30
<i>Average Selling Prices (ASPs)</i>	32
<i>Household Penetration.....</i>	33
Potential Growth Opportunity	34
Survey Findings	35
End-User Survey Highlights	35
Demographics: Total Respondents, DILC Owners, and Future DILC Purchasers	36
<i>Age.....</i>	36
<i>Gender</i>	37
<i>Household Income</i>	38
<i>Parenthood.....</i>	39
<i>General Technology Ownership</i>	40
<i>Approach to New Technologies.....</i>	41
Types of Cameras Owned.....	43
<i>Digital Interchangeable Lens Cameras.....</i>	43
<i>Digital Point & Shoot Cameras</i>	44
<i>Other Cameras.....</i>	45
Type of Camera Used Most Often.....	46
DILC Owners: General Ownership and Use	47
<i>Number of DILCs Owned.....</i>	47
<i>Models/Brands Owned.....</i>	48
<i>Primary Model/Brand</i>	49
<i>Other Types of Cameras that Were Considered</i>	50
<i>Knowledge Level about Photography</i>	53
<i>Type of Photographer</i>	54
<i>Frequency of Use.....</i>	56
<i>Number of Photos Captured</i>	57
<i>Activities Conducted with Photos.....</i>	58

DILC Owners: The Purchasing Decision	59
<i>First, Replacement, or Additional Camera</i>	59
<i>Duration of Ownership</i>	60
<i>Reasons for Purchasing an Additional/Replacement DILC</i>	61
<i>Body and Lens Combination</i>	62
<i>Purchasing Location</i>	63
<i>Purchase Price</i>	65
<i>Features that Influenced the Purchasing Decision</i>	66
<i>Other Factors that Influenced the Purchasing Decision</i>	67
DILC Owners: Lens Ownership	68
<i>Number of Lenses Purchased</i>	68
<i>Number of Lenses Owned</i>	69
<i>Purchasing Locations</i>	70
<i>Amount Spent on Additional Lenses</i>	72
<i>Features Considered in Purchasing Decision</i>	74
<i>Brands of Lenses Owned</i>	75
<i>Types of Lenses Owned</i>	76
<i>Plans for Purchasing Additional Lenses</i>	78
DILC Owners: Video Clip Activities	80
<i>Importance of Video Clip Function</i>	80
<i>Frequency of Use</i>	81
<i>Satisfaction with Video Clip Feature</i>	82
<i>Current or Planned Activities</i>	83
Mirrorless Hybrid Camera Owners	84
<i>Importance of Features/Factors in Purchasing Decision</i>	84
<i>Satisfaction with Various Features/Factors</i>	85
Point & Shoot Digital Camera Owners	86
<i>Knowledge Level about Photography</i>	86
<i>Type of Photographer</i>	87
<i>Frequency of Use</i>	88
<i>Number of Photos Captured</i>	89
<i>Activities Conducted with Photos</i>	90
<i>Shortcomings of Current Camera</i>	95
Future Purchasing Intentions	96
<i>Timeline for DILC Purchase</i>	96
<i>Awareness about Various Types of Cameras</i>	98
<i>Most Appealing Camera</i>	99
<i>Interest in a Smaller DILC</i>	102
<i>Anticipated Purchase Price</i>	104
<i>Models/Brands Considered</i>	105
<i>Brand Preference</i>	106
<i>Desired Features</i>	107
<i>Desired Features</i>	107
<i>Video Clip Capabilities</i>	108
<i>Whether a DILC with HD Video Would Replace Camcorder</i>	109
<i>Purchasing Location</i>	110
<i>Factors that Will Influence the Purchasing Decision</i>	112
Interest in New/Existing Technologies	113
Conclusion	114

List of Figures

Figure 1: The Digital Camera Market	14
Figure 2: Digital Interchangeable Lens Camera Shipment Forecast, 2009-2015	28
Figure 3: Digital Interchangeable Lens Camera Shipment Forecast by Price Bands, 2009-2015.....	29
Figure 4: Digital Interchangeable Lens Camera Price Bands Shipment Market Shares, 2009-2015..	29
Figure 5: Digital Interchangeable Lens Camera Revenue Forecast, 2009-2015.....	30
Figure 6: Digital Interchangeable Lens Camera Revenue Forecast by Price Bands, 2009-2015	31
Figure 7: Digital Interchangeable Lens Camera Price Bands Revenue Market Shares, 2009-2015... 31	
Figure 8: Digital Interchangeable Lens Camera Average Selling Price Forecast by Price Band, 2009-2015.....	32
Figure 9: Digital Interchangeable Lens Camera Household Penetration, 2009-2015.....	33
Figure 10: Digital Interchangeable Lens Camera Potential Growth Opportunity, 2010-2015.....	34
Figure 11: What is your age? (Means)	36
Figure 12: What is your gender?	37
Figure 13: What is your total annual household income? (Means).....	38
Figure 14: Are you a parent?.....	39
Table 2: General Technology Ownership Rates	40
Figure 15: Which of the following best describes your personal approach to new technologies?	42
Figure 16: Which of the following type(s) of cameras do you own? (DILCs)	43
Figure 17: Which of the following type(s) of cameras do you own? (Digital Point & Shoot)	44
Table 3: Ownership Rates of Other Cameras (Excluding DILCs and Point & Shoot Models)	45
Figure 18: What type of camera do you personally use MOST OFTEN?	46
Figure 19: How many DILCs do you own?.....	47
Table 4: Top Brands/Models of DILCs Owned.....	48
Figure 20: Which of the following digital interchangeable lens camera brands do you own?.....	48
Table 5: Top Brands/Models of Newest DILC	49
Figure 21: What is the brand of your NEWEST DILC?	49
Figure 22: Prior to purchasing your newest DILC, what other types of cameras did you consider? ...	50
Figure 23: Percentage of DILC Owners that Considered a Mirrorless Hybrid Model during their Most Recent Camera Purchase (Segmented by Age and Technology Adopter Type).....	51
Figure 24: How important were each of the following features when you decided to purchase your newest DILC?	52
Figure 25: Which of the following best describes your knowledge level of photography?.....	53
Figure 26: Which of the following best describes you as a photographer?.....	54
Figure 27: Which of the following best describes you as a photographer? (Segmented by Gender)..	55
Figure 28: How often do you use your digital interchangeable lens camera?	56
Figure 29: Approximately how many photos do you take every 3 months with your DILC? (Means)..	57
Table 6: Percentage of Respondents who Conduct Various Activities with their DILC Photos (by Photographer Type).....	58
Figure 30: Which of the following best describes your newest DILC?	59
Figure 31: How long have you owned your newest DILC? (Means by Technology Adopter Type)....	60
Table 7: Reasons for Purchasing a Replacement/Additional DILC.....	61
Figure 32: When you purchased your newest DILC, which body/lens combination did you choose?.	62
Table 8: Location Where Newest DILC was Purchased	63
Figure 33: Where did you purchase your newest DILC? (Segmented by Environment)	64
Figure 34: Approximately how much did you pay for your newest DILC? (Means; Segmented by Various Demographics)	65
Table 9: Features that Influenced the DILC Selection Process	66
Table 10: Factors (Other than Features) that Influenced the DILC Selection Process.....	67
Table 11: Number of Lenses Purchased at the Same Time as Newest DILC	68
Figure 35: How many lenses do your own for your DILC? (Segmented by Various Demographics) ..	69
Table 12: Locations Where Lenses were Purchased.....	70
Figure 36: At which of the following locations did you purchase the lenses for your DILC? (Segmented by Environment).....	71

Figure 37: How much have you spent on additional lenses for your DILC? (Segmented by Age)	72
Figure 38: How much have you spent on additional lenses for your DILC? (Segmented by Photographer/Technology Adopter Type)	73
Table 13: Features Considered During Lens Purchasing Decision	74
Figure 39: Which of the following brands of lenses do you own?	75
Table 14: Types of Fixed Focal Length Lenses Owned for DILCs.....	76
Table 15: Types of Zoom Lenses Owned for DILCs	76
Figure 40: Do you own any lenses that are specially suited for the types of photos that you take?....	77
Table 16: Percentage of Respondents Who Own Lenses Specially Suited for the Photos they Take.....	77
Table 17: Future Purchasing Plans for Additional DILC Lenses	78
Figure 41: Why are you NOT planning to purchase any additional lenses for your DILC?.....	79
Figure 42: How important was HP video clip capability when you selected your DILC?	80
Figure 43: How often do you capture video clips with your DILC?.....	81
Figure 44: How satisfied are you with the video clip feature on your DILC?.....	82
Table 18: Current or Planned Activities for Video Clips Captured by DILCs	83
Figure 45: How important were the following features/factors when you purchased your mirrorless hybrid camera? (Means).....	84
Figure 46: How satisfied are you with each of the following features/factors of your mirrorless hybrid camera?	85
Figure 47: Which of the following best describes your knowledge level about photography?	86
Figure 48: Which of the following best describes you as a photographer?.....	87
Figure 49: How often do you use your digital camera?	88
Figure 50: Approximately how many photos do you take every 3 months with your camera? (Means).....	89
Table 19: Percentage of Respondents who Conduct Various Activities with their DILC Photos	90
Table 20: Percentage of Respondents who Conduct Various VIEWING Activities with their Photos.....	91
Table 21: Percentage of Respondents who Conduct Various EDITING/MANIPULATING Activities with their Photos.....	92
Table 22: Percentage of Respondents who Conduct Various CREATING Activities with their Photos.....	93
Table 23: Percentage of Respondents who Conduct Various SHARING Activities with their Photos.....	94
Table 24: Shortcomings of Current Camera (Top Responses).....	95
Figure 51: How soon are you planning to purchase another/your first digital SLR camera?.....	97
Table 25: Percentage of Respondents Who Were Aware of Various Camera Types Prior to Taking this Survey	98
Figure 52: Photos for "Most Appealing Camera" Question	99
Figure 53: Which camera do you find most appealing?	99
Figure 54: Which camera do you find most appealing? (Current DILC Owners by Photographer/Technology Adopter Type)	100
Figure 55: Which camera do you find most appealing? (Future DILC Purchasers by Photographer/Technology Adopter Type)	101
Figure 56: How would your purchasing decision be affected if the following changes were made to a DSLR to make it smaller? (Means)	102
Table 26: Premium Willing to Pay for a More Compact DSLR that Maintains all its Features	103
Figure 57: How much do you expect to spend on your first/next DILC? (Means).....	104
Table 27: Top Brands/Models of DILCs Owned.....	105
Figure 58: Which of the following digital interchangeable lens camera brands would you consider purchasing?	105
Table 28: Brand Preference if All the Leading Camera Manufacturers Offered Compact DILCs.....	106
Table 29: Special Features Desired for DILC.....	107
Table 30: Preference for 720p, 1080i, or 1080p Video Capture on Next DILC.....	108
Table 31: Anticipated Purchasing Location for Next DILC	110
Figure 59: Where do you expect to purchase your DILC?	111

Table 32: Importance of Various Factors when Choosing a DILC 112
Table 33: Interest in Various Features and Technologies (Means) 113

This material is prepared specifically for clients of InfoTrends, Inc. 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.