The Evolution of the Consumer Digital Interchangeable Lens Camera Segment – Strategic Opportunities with Photo Enthusiasts

- Consumer, hobbyist, and advanced hobbyist perspectives
- Demographic profiling and trend analysis
- User buying behavior and product preferences
- Feature usage and future requirements
- Detailed examination of accessories
- Use of related devices, software, and connectivity solutions
Who should subscribe? Providers of Photo-Related Hardware, Software (creative, editing, management, workflow), Services, Online Solutions, Accessories, Enabling Technologies; Photo Dealers and Financial Institutions.

>>Introduction
This study is the latest in a series of studies that InfoTrends has conducted over the last three years on the U.S. digital SLR and compact interchangeable lens camera market. These studies have historically examined the unique attitudes, purchasing decision drivers, and imaging behaviors of digital single-lens reflex camera (DSLR) owners and potential buyers in the U.S. market. Not only are these individuals investing in cameras, but also in accessories, software, output, and related connected devices (i.e. tablets, smartphones). They are a highly engaged segment of the digital imaging population that is growing each year, and their interests and needs are changing as fast as their numbers. The interchangeable lens camera market is currently evolving into two segments: the digital SLR and the compact interchangeable lens camera. The DSLR segment will continue to account for the majority of sales in this market; but compact interchangeable lens cameras are gaining significant shares in some regions around the world. As a whole, the category is still projected to achieve high sales growth, even as the supply tightens up this year in wake of the Japan earthquake disaster.

The U.S. market has seen sales increases of compact interchangeable lens cameras but they still have not gained a strong foothold in the market. Current compact interchangeable lens camera vendors are looking to challenge the dominance of digital SLR cameras and convince consumers to switch over to these more compact models. But they have not come up with the magical combination of features, functions, and price. Consumer awareness of the category remains low as well. Currently, compact interchangeable lens cameras primarily appeal to early adopting hobbyists who need an additional camera that can be used as a backup to their digital SLR camera. For the market to grow, the cameras must gain appeal to a wider and a less-advanced audience of photographers.
For today’s digital imaging vendors, the need to continually identify and profile consumer owners and potential buyers of all types of interchangeable lens cameras remains high. They must understand their attitudes, needs, desires, purchasing decision drivers, and use of complementary devices/software/services. Monitoring year-over-year changes and trends among the targeted consumers is also critical from both a product planning and a marketing perspective. InfoTrends believes it is important for vendors not only to examine DSLR and compact interchangeable lens camera owners but also their likely buyers. If the compact interchangeable lens camera segment in particular is to grow in the U.S., vendors need to understand what products and marketing messages will entice potential buyers. Understanding attitudes and desires among different potential user groups such as hobbyists, advanced hobbyists, females, and young adults will be important for setting priorities, especially in a time when marketing funds are tight.

This study explores what drives photo activity among owners of DSLRs and compact interchangeable lens cameras, and which services and products they use and anticipate using in the future. All players in this marketplace, including digital camera vendors, accessory vendors, software, service, and output vendors will benefit directly from the findings of this study. It provides a complete understanding of the consumer digital interchangeable lens camera owner today and what may be in store for the future. It will segment, size, and forecast the camera hardware market by specific price bands, type of DILC (DSLR vs. Compact Interchangeable Lens Camera), and also provide recommendations for both hardware vendors and software/service providers.

**>>Project Objectives**

InfoTrends has been surveying the consumer digital camera market for the last 10+ years, and leveraged existing information and insights on DSLR owners as well as on segments that are most likely to purchase a DSLR or another interchangeable lens camera product. These individuals account for a disproportionate amount of photo-related spending compared to the overall population, and it is critical for vendors to understand who they are and how they behave.

This 2011 study picks up where our 2010 study left off, and provides additional insights on topics of growing importance. It considers why these consumer-level hobbyists and photo enthusiasts are choosing one particular class of camera over another, examine brand level influences on the category, study HD video, and identify significant year-over-year changes where applicable.

Additional information objectives include:
> Demographic profiling of owners and future owners
> Examination of owner and future owner attitudes, behaviors, and preferences
> Analysis of the current purchasing process (awareness, consideration, purchase)
> Digital photo activities
Structural Survey with Digital SLR Owners
InfoTrends conducted a structured survey with over 1,500 digital SLR owners as well as over 1,300 individuals that planned to purchase a DSLR or compact interchangeable lens camera within a 12 month period to better understand their behaviors, needs, and wants.

Structured Survey with Compact Interchangeable Lens Camera Owners (Mirrorless/Hybrid Cameras, Compact System Cameras)
As part of the aforementioned survey, InfoTrends included approximately 175 owners of compact interchangeable lens cameras. Specific questions were asked of these camera owners, including how they became familiar with the camera category, how they went about evaluating the various offerings, where and when they purchased, what features and functions they are using, and more.

In-Depth Interviews with Industry Vendors
InfoTrends conducted a series of in-depth interviews with executives from leading technology vendors (camera, accessory, software) and service providers. The intent of the interviews were to understand their market positions, development directions, and perspectives on how the market will evolve over the coming years.

> Current feature usage
> Future feature requirements
> Relative importance of product attributes
> Accessory purchase and usage patterns by type of consumer
  >> Breakouts by class of accessory where appropriate
> Use of software (creative, editing, management, workflow)
> Use of tablets, iPads, and smartphones for imaging
> Printing and storage behaviors
> Size, segment, and forecast the market by camera price band and type of camera (DSLR vs. Compact Interchangeable Lens Camera)
  >> Units
  >> Revenue
  >> Average selling price
> Identify opportunities and strategies for technology vendors and service providers

Market Research
Desk Research
InfoTrends leveraged recent reports (including the 2008 and the 2010 Consumer DSLR / DILC studies) as a starting point for this study. InfoTrends also thoroughly examined existing market information from a variety of sources that include but are not limited to:
> Industry trade associations
> Published industry reports
> Periodicals and trade articles
> User groups
> Web sites
> Industry databases
> Vendor white papers
Analysis and Project Deliverables

InfoTrends’ professional staff performed an extensive analysis of the desk research and structured survey work to develop a comprehensive understanding of the opportunities and issues for vendors. Clients will receive a combination of reports, presentation material, and research data for senior management, product managers and planners, and sales and marketing executives.

The material will include:

- Summary report that addresses key issues, findings, market drivers and barriers, the forecast and trends, and overall recommendations
- Presentation-style PowerPoint slides with data on research findings
- Data book of the survey tabulations for additional analysis of key questions and market segments

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InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses.

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