

September 3, 2008

Abstract

## Digital Camera Brand Ownership Trends

### Report Fast Facts

**Published:** September 2008

**Pages:** 13

**Tables & Figures:** 14

**Price:** \$995

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### Abstract

This assessment considers how consumers' digital camera brand preferences have changed over time. This analysis is based on data from two survey questions: "What is the brand of your camera?" and "Which brands are you considering buying?" Data is compared over time from 2004 to 2008. Comparisons of brands owned are made by photographer type and also by attitudes to technology.

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## Introduction

This assessment explores how digital camera brands that consumers own have changed over time. It also looks at whether the respondent's attitude to technology or the type of photographer they identify with impact the digital camera brand that is owned. The data shows us which brands are increasing in popularity and which are becoming less popular, and if there are any differences between types of camera owners. The brands examined are: Kodak, Canon, Sony, Olympus, Fujifilm, and Nikon.

InfoTrends' end-user data provides information about the installed base of digital cameras. The data reflects the cameras that have been purchased over the last several years. Therefore, end-user data cannot be used to measure recent successes or failures of brands. Over time, trends emerge that we can use to predict what might happen the coming 12-24 months.

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