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Abstract

Spotlight on Moms: Digital Photography, Photo Printing, and Photo Merchandise

Report Fast Facts

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Abstract

InfoTrends' research has consistently found that mothers with children living at home tend to differ in their photography habits in relation to the population as a whole. Moms can represent a bright spot in many areas of the digital photography market. This document provides a top-level overview of InfoTrends' extensive research on mothers and highlights some of the opportunities that exist within this important demographic.

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