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Abstract

Spotlight on Teenagers and Young Adults: Digital Photography, Photo Printing, and Photo Merchandise

Report Fast Facts

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Abstract

InfoTrends' research has consistently found that young adults (respondents between the ages of 18 and 24) and teenagers (those aged between 13 and 17 years) tend to differ in their photography habits in relation to the population as a whole. Young adults and teens 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 this next generation of photographers and highlights some of the opportunities that exist within this important demographic.

For More Information

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