

October 28, 2009

Abstract

Western European Digital Camera Purchasing Behaviours

Report Fast Facts

Published: October 2009

Pages: 20

Tables & Figures: 19

Price: \$2,500

Order Information

To place your order today, contact Robyn Wuori at 781.616.2100 or via e-mail at robyn_wuori@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.

© 2009 InfoTrends, Inc.
www.infotrends.com

Abstract

This document provides a closer examination of digital camera purchasing behaviours among consumers in Western Europe (France, Germany, and the United Kingdom). The analysis is based on data from InfoTrends' 2007, 2008 and 2009 *Western European Digital Photography End-User Surveys*. This report discusses key factors that influenced digital camera owners' purchasing decisions and also analyses the future purchasing intentions of digital camera owners and non-owners.

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	3
Introduction	3
Most Recent Digital Camera Purchases	4
Ownership Period before Buying a Replacement Digital Camera	4
Reasons for Buying a Replacement Camera	5
Purchase Price	6
Purchasing Location	7
Features that Influenced Camera Selection	8
Other Factors that Influenced Camera Selection	9
When Purchasing Decision was Made	10
Brand of Digital Camera	11
Future Purchasing Intentions	12
How Soon Digital Camera Owners Expect to Purchase Another Camera.....	12
Top Reasons for Planning to Purchase a New Digital Camera	13
How Soon Non-Owners Expect to Purchase their First Digital Camera	14
Impact of the Economy on Purchasing a Digital Camera.....	15
How Much Consumers are Willing to Spend on a Digital Camera.....	16
Anticipated Brand	17
Sources of Information that Will Influence Purchasing Decision.....	18
Most Likely Purchasing Location	19
Conclusion	20

List of Figures

Table 1: Western European Digital Photography End-User Surveys – Fielding Dates and Number of Survey Respondents (France, Germany, U.K.).....	3
Figure 2: Why did you buy a replacement camera?.....	5
Figure 3: Approximately how much did you pay for your newest digital camera? (Means).....	6
Figure 4: Where did you purchase your newest digital camera?	7
Table 2: Percentage of Cameras Purchased at Retail and Online	7
Figure 6: When you selected your digital camera, what factors other than features influenced your purchasing decision?.....	9
Figure 7: When did you decide which specific camera model to buy?.....	10
Figure 8: What is the brand of your digital camera?.....	11
Figure 9: How soon do you expect to purchase another digital camera for your household?	12
Figure 10: What are the primary reasons that you plan to purchase a new digital camera?	13
Figure 11: When do you expect to purchase your first digital camera?	14
Figure 12: Have your concerns about the state of the economy affected your digital camera purchasing plans?.....	15
Figure 13: How much would you be willing to spend on a digital camera?.....	16
Figure 14: Which brand are you most likely to purchase?	17
Figure 15: Which of the following sources of information will most influence your digital camera purchasing decision?	18
Figure 16: Where do you think you would MOST LIKELY purchase your digital camera?.....	19
Table 3: Percentage of Intended Camera Purchases at Retail and Online	19

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.