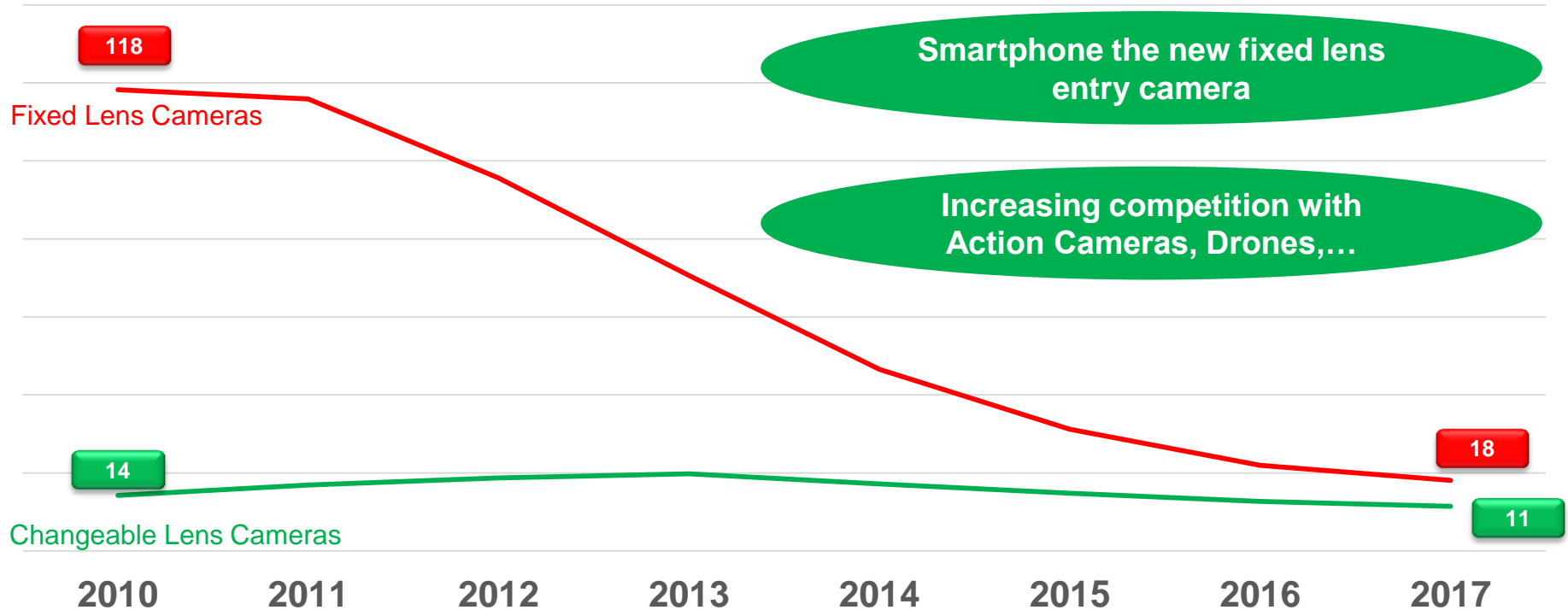


**CSC AS MAJOR
PHOTOMARKET
TREND**

How are the trends affecting the Camera Market?

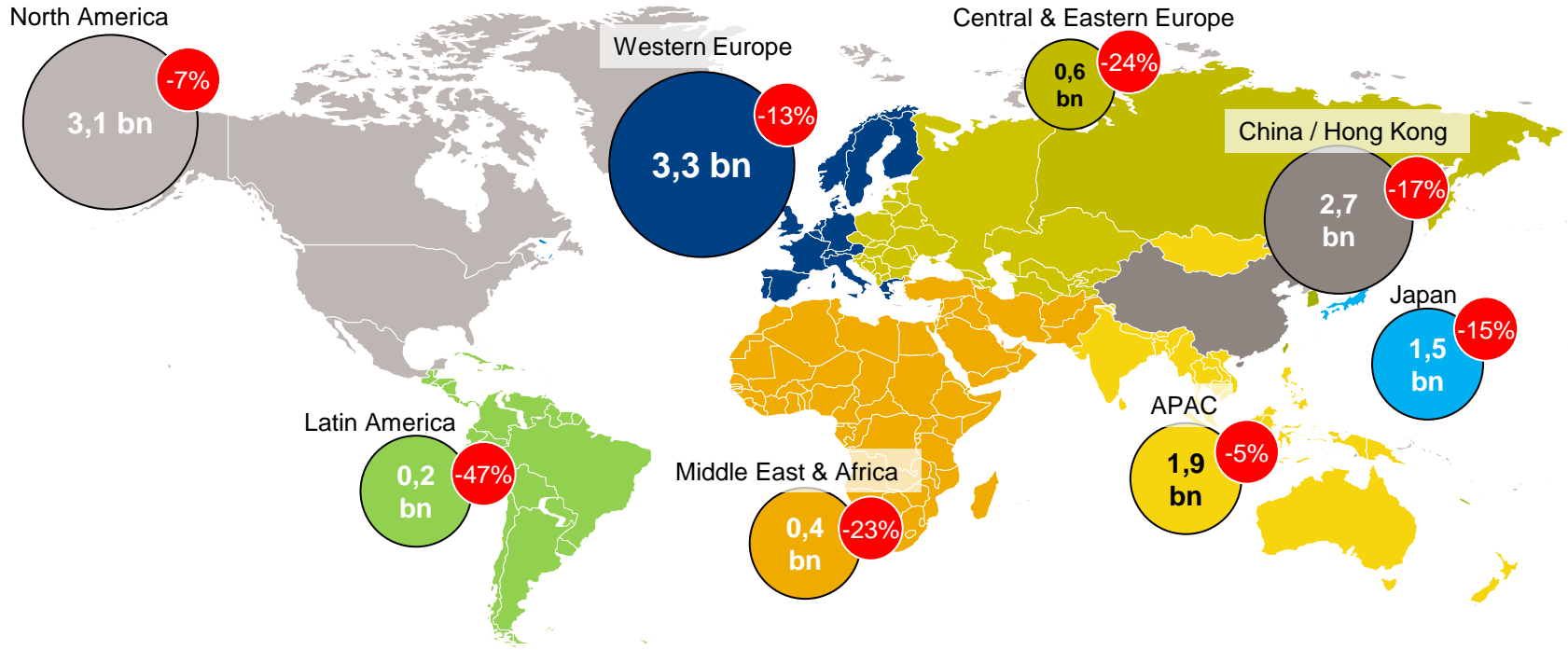
Global Sales Figures Sales Units Million 2010 - 2016

Digital Cameras by Camera Types



Global Sales Figures Sales Value absolute and Growth 2016

Digital Camera by Regions

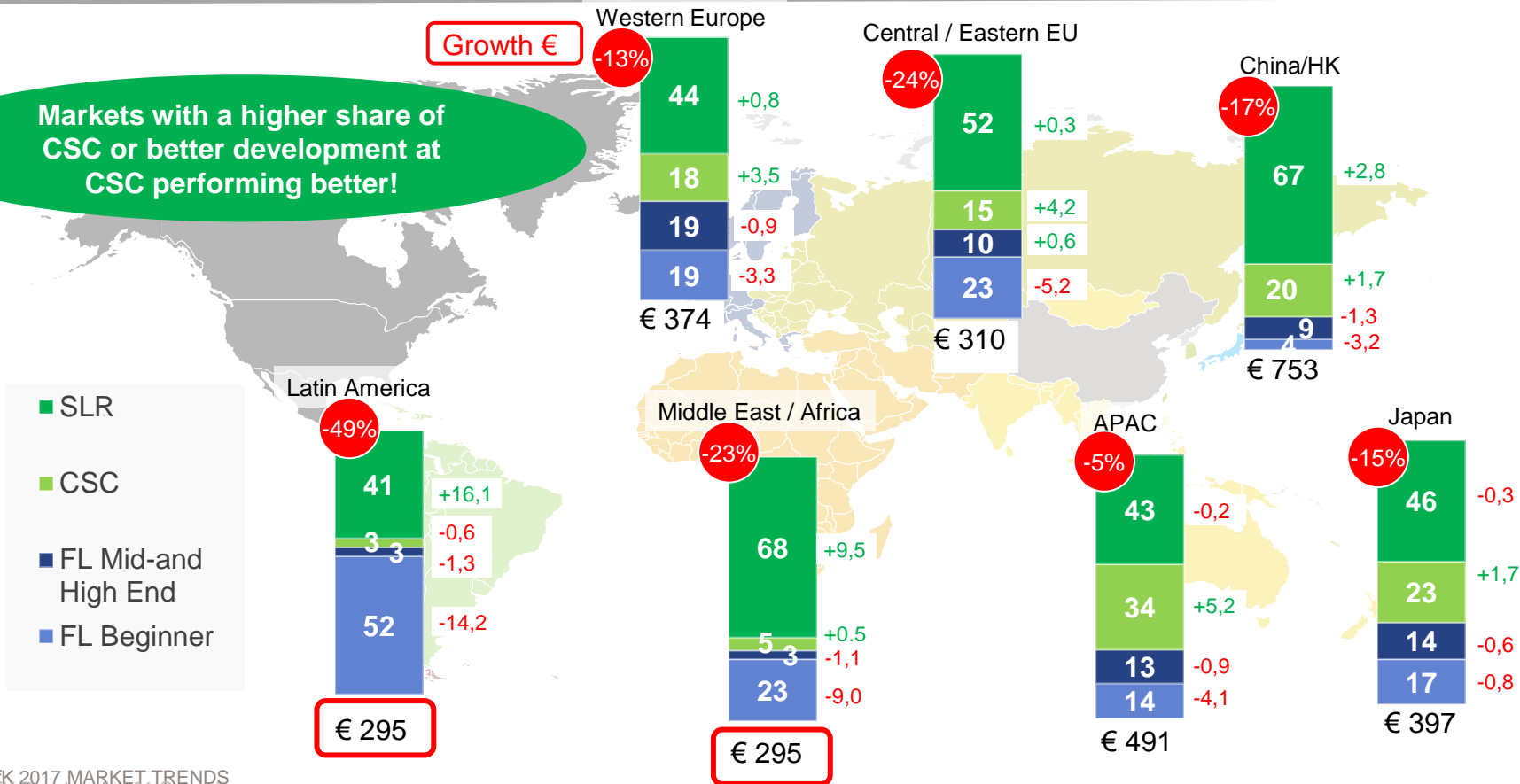


GfK Panelmarket Global Sales Value Share and increase by %-Points 2016

Digital Camera by Regions



Markets with a higher share of CSC or better development at CSC performing better!



Digital Still Cameras

Russia Panelmarket
Growth Rates

<cper>
Units/ Value/ Price



What drives a sustainable camera business?

Drivers for a Sustainable Camera Business



1. Connectivity/Communication

Shared experiences
are the new
differentiator

1.4M units / 112M €
Instant Picture Cameras 2016

You **Tube**

About **500 hours** worth of video being uploaded every
minute → generating **147 billion** views in November.

facebook (1.86 billion monthly active user)

8 million Videos uploaded in November 2016

→ generating **229 billion** views.



Global Unit Shares %

Wifi, Year 2016



Fixed
Lens

SLR/
CSC

Total

42%
In 2015

Drivers for a Sustainable Camera Business

2. Simplicity and Convenience



Life is getting more and more simple and convenient



54% of global consumers agree, "If a new technology product is not simple to use, I lose interest."
In 2016 up 8 pts from 2010



Are today's Cameras 'simple' enough for the consumer?



3. Mobility

The best camera is the one you have with you



Flight rates at airlines often luggage weight driven.

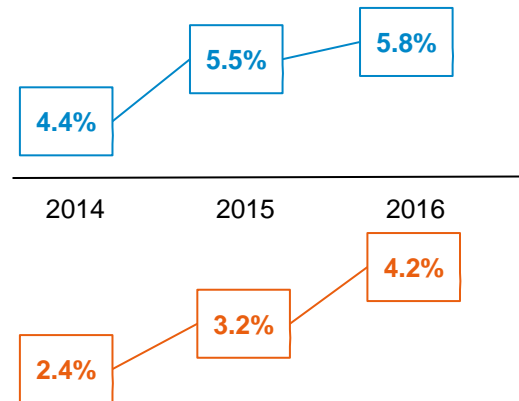
“Basic Rate for travelling only with hand luggage with a maximum weight of 8 Kilo”

Even though sensor size increase, the camera size remains the same



FL Large Sensor,

GfK Panelmarket CTR 61 Unit Shares %
2014 - 2016



Consumers **USE** their smartphone **33x** during the day

“Further small devices like Smartwatch, Health Tracker, Action Camera, Drones and Tablets increasing at sales”

Changeable Lens
Camera Full Frame

Nowadays new products must fit to consumer expectation with following must have attributes

Quality

**Lifestyle /
Self-Expression**

Simplicity

Connectivity

Convenience

Fun

THANK YOU

Safie Al Khaffaf

Photo sector manager | Consumer Choices

Photo & Video, Sport Optics, Drones, 3D printing

GfK | 8A Ryazansky prospekt | 109428 Moscow | Russia

Tel. +7 495 937-7222 (Ext 1117) Mob. +7 985 393-50-91

E-mail: Safie.ALKhaffaf@gfk.com

Web-site: www.gfk.com



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