

The GfK logo consists of the letters 'GfK' in a white, sans-serif font, centered within a solid orange square.

GfK Retail and Technology Australia and New Zealand

A row of four clear plastic cuvettes is shown, each containing a different colored liquid. From left to right, the colors are red, orange, green, and blue. The cuvettes are arranged on a white surface, and their reflections are visible below them.

Seeing the full
spectrum?

Services for the

Photo and Imaging market

Whether it's to capture life's special moments, or as a hobby, photography remains a popular pastime for young and old. The tools that consumers use, however, have changed markedly and continue to do so.

Today, it's not just about taking photos. Consumers have a raft of options available for printing and processing their photos for themselves. As is the case with most of the technology categories, photographic equipment is evolving and converging with an increasing emphasis on connectivity.

The Photo and Imaging market is as diverse and colourful as the photos it produces. Having tracked

this market globally since 1970, GfK has the knowledge that you need to see the full spectrum of this market. To find out how, [contact the Photo and Imaging team today](#).