



Press Release

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European Imaging Markets Face Up to Global Challenges

New products could offer sales boost

Nuremberg, September 2 – The world-wide imaging markets are currently faced with a variety of challenges. The US market is suffering heavily from the economic situation, with retailers dropping out of the market, and prices in freefall. This has had implications for the rest of the world, Latin America and Europe in particular.

Digital camera sales in Europe have declined in the first half of 2009 by 6 percent and 16 percent in terms of volume and value respectively. Western Europe has remained relatively stable whereas the East has been severely impacted, with significant declines in Russia, the Ukraine and the Baltic region in particular. These negative trends are especially pronounced in terms of value and the introduction of new products or new features, such as HD Video for changeable lenses cannot adequately compensate for the losses endured.

The changeable lenses market however has provided some solace, with extremely positive growth in volume terms of 17% for the region overall. Eastern Europe alone is exhibiting 24% growth – although in value terms the market continues to decrease. The emergence of HD Videos in the Digital SLR market may prove to be an attractive option for consumers and could increase the overall price performance.

When examining seasonal trends compared to last year, June was markedly different across Europe. France for example was performing well while Germany suffered. The shifts in market performance can be observed by the effect promotions impact on specific months and reflect the fact that these are keys in bringing in sales and without these the sector struggles.

The fixed lens market is under even more pressure as people are more cautious in buying additional or new products. To compound this, sales are suffering heavily, which is also the case for the Eastern European market with a decline in value terms of 40%, which is also influenced by exchange rate fluctuations.

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The development in digital picture frames (or image displays) is a reason for the industry to be cheerful, with extremely impressive sales across the total European markets, achieving growth in excess of 50%.

With the major business expected to occur in the build-up to Christmas, GfK anticipates that the European and Middle Eastern markets combined could reach 10 million units sold by the end of 2009.

Printing

Printing is offered across various techniques, such as home printing, kiosk printing or online-/offline-printing. Photo books are influencing the markets strongly, highlighting consumers increasing opportunities to print and store pictures.

For further information please contact Marion Knoche, Phone: +49 911 395 2294, marion.knoche@gfk.com, or visit our fair office on IFA in Berlin from September 5 to 9, 2009 (VIP room 2, Grosser Stern).

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