

Digital Imaging Lifestyles: Digital Imaging in an Era of Excess

Report Fast Facts

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About Us

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Introduction

This document discusses the current state of the digital photography market and outlines InfoTrends' vision of where the market is headed. It discusses what is driving these changes and highlights opportunities for vendors to create partnerships and expand their business offerings. The report summarizes research findings on digital camera owners' behaviors, attitudes, and satisfaction levels. Lastly, we have developed forecasts that show the potential size of some of these opportunities.

The study analyzes how US consumers' "imaging lifestyles" are changing with the advance of digital technology and services.

Specific project objectives include:

- Profiling and segmenting digital imaging consumers: demographics and socioeconomic attributes, usage patterns
- Understanding consumer behavior, perceptions, and requirements
- Profiling key imaging activities: capturing, creating/editing, managing, searching/navigating, sharing, communicating, viewing, printing, and preserving
- Quantifying the number of consumers and images by key activities
- Identifying developing or emerging opportunities and strategies for technology vendors and service providers

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