
Digital

Photography

Trends Europe

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The European digital camera market has experienced significant growth over the past few years, although it is beginning to level off. Household penetration hit 51% in 2006 and is expected to reach 65% by 2010. Europeans are active digital photographers that capture photos frequently, and they store a high percentage of those images. Nevertheless, printing practices vary by demographic and region, leaving potentially untapped opportunities for those vendors who don't understand the inner workings and dynamics of the various Western European markets.

InfoTrends' **Digital Photography Trends - Europe (DPTE)** advisory service provides the ongoing advice and analysis you need to make short- and long-term strategy decisions. The service begins at the point of capture with an in-depth examination of the digital still camera market, segmented by target audience and camera features. From there, the service goes on to explore other aspects of digital photography, including photo printer hardware and photo print volumes by location.

The DPTE service offers executives, senior managers, and product / marketing managers the information and advice necessary to outpace the competition and thrive in this dynamic marketplace. It provides:

- Year-round support for your marketing, product planning, product development, and strategic development decisions
- Continuous information flow with daily, monthly, quarterly, and annual deliverables
- Ongoing inquiry access to experienced staff
- Online access to published deliverables 24 hours a day
- Access to Webcasts that discuss industry trends and developments

Key Deliverables Include:

- Western European Digital Camera Forecast
- Eastern European Digital Still Camera Forecast
- Worldwide Digital Camera Forecast
- Western European Photo Printer Forecast
- Western European Photo Prints Forecast
- Worldwide Consumer Digital Camera Forecast

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The *Digital Photography Trends*

Europe Group offers a

hierarchy of powerful knowledge tools,

from syndicated market information

to customized, proprietary consulting.

Our consultants help you grow your

business by providing knowledge

geared to your specific challenges

and goals.

The Digital Photography Trends Europe group recognizes that every company has different needs and budgets as a result of the strategic issues that are involved in the digital imaging marketplace. This is why we offer solutions other than advisory services to fit every company's specific needs. Examples of the ways in which the Digital Photography Trends Europe Group can help include:

Custom Consulting: You have unique issues and opportunities that require customized, in-depth research, analysis, and advice. Engage InfoTrends' team to help define your issues, design and implement an effective research process, and provide objective analysis and recommendations in a timely manner.

Multi-Client Studies: InfoTrends conducts comprehensive primary research studies on major industry trends and topics. Multiple companies fund, influence, and receive the research results, enabling them to obtain business critical information at a reduced price. Recent studies include:

- Photo Merchandise for the US & Western European Markets
- The Consumer DSLR Marketplace
- e-Business Enablement: The Future of Professional Photography
- Digital Imaging Lifestyles: Understanding Consumer Behavior and New Business Models in the Era of Excess

Reports: Choose from a wide selection of forecasts, research reports, strategic assessments, and analysis reports on key industry trends and developments. Reports can be purchased through our online reports store at <http://store.infotrendsresearch.com>.

Getting Started: Work with an InfoTrends representative to define your requirements and develop a program that addresses your specific business issues. Contact a team member today.



InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. Additional information about InfoTrends is available on the Web at www.infotrends.com.