

# 2012 U.S. Interchangeable Lens Camera Market Study: Consumer Imaging Behaviors and Industry Trends

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## Project Objectives

This study is designed to equip companies that are interested in the DILC market with critical business planning information. It will:

- Segment and profile the market for current and future DILC buyers by key demographic characteristics, such as age, gender, income, parental status, and photographer type.
- Compare the demographic profile of point & shoot camera, CILC, and DSLR camera owners.
- Examine owners' and future owners' attitudes, behaviors, and preferences.
- Consider the relative importance of product attributes.
- Provide insight into photo activities, feature usage, and future requirements.
- Analyze the purchasing process for current and future owners (i.e., awareness, consideration, and purchase).
- Analyze the changes among CILC owners in 2011 and 2012.
- Outline the potential opportunity of the DILC market by providing unit and value forecasts.
- Identify opportunities and strategies for DILC vendors.