Press Release
Europe

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The Imaging Market Europe 1. Half 2002

The first half 2002 is determined by a decrease in Europe for analog cameras as well as films, while digital cameras are increasing their volume sales by closely to 90% versus last year. In terms of value even the increase is more than 50% compared to the last year. Thereby the motor of the imaging market in Europe like in the U.S. and Japan are digital still cameras. The average price in Europe of digital cameras thereby did decline from 603 EUR to 505 EUR this year. This price decline has happened despite the trend to higher pixel classes. A pixel class of 2 million is still the most requested category within digital cameras. Additional we find a strong increase of 4 and 5 million pixel products in the market. Nevertheless despite this change due to the heavy price decline per pixel class the overall average price has declined. In terms of value the consumer is spending two thirds of his camera budgets onto digital still cameras. Analog cameras do show a value share of only 34%. Within the analog cameras a highest request is still linked to zoom compact cameras which have a final share of 44% in terms of volume and 53% in value in regard of analog cameras.

The film market does show a decline by closely 6-7%. The increasing product categories are still the 400 ISO film with 24 and 36 exposures. Both categories do show increase rates by 13%, while 100 ISO films are dropping out of market.

Looking onto the memo cards as the storage medium for digital cameras we have to recognize that those are showing heavy increase across Europe. Aggregating those memo cards to the silver halide film we recognized that the decline is definitely really smooth or the value trend even is stable versus last year. Therefore the shift in hardware is also following the shift in software.

European price trends after the introduction of the Euro. There had been a lot of hypotheses with the introduction of the Euro concerning price trends within the European market. A final result is nowadays, that the price difference is still 20% or even more depending on the product and the markets being in focus. The other hypotheses had been that price differences are getting smooth within the last 8 months, we can definitely say this is not happening. Some markets even show higher price differences as they did show at the end of last year. Therefore we can take the conclusion that the Euro did not yet harmonize the price level for imagine products.