



## **Boom of the Digital Camera Market in Czechia**

The digital camera market in the Czech Republic once more has shown a dynamic growth. In the first half of 2002 in terms of volume it increased by 4,6 times and 3,4 times in value compared to the same period of the previous year.

The segments of more than 3 megapixel represents more than 51 % of the total turnover. During the June-July period the models of 6 megapixel entered the market. The average price dropped by 24 % within one year. The cheapest digital low end camera was sold for 1585 Kč in the last reporting period.

It is expected that the tendency towards digital cameras will also continue in the 2nd half of 2002. Therefore the digital cameras in terms of value will significantly exceed the classical analogue market.