



Photo Market in Poland

Volume and value of the photo market (films and cameras) in Poland decreased in the first half of year 2002 compared to the previous year. The market developed similarly to the year 2001 but on a lower level.

Sales of still films decreased by about 10% compared to previous year, although the hot and long lasting summer has begun quite early. A considerable fall of the price was noticed (about 10%), which caused the decrease of approximately 19% in value. The 200ASA speed films still have the biggest popularity (growth of 3%). 400ASA speed films also show a small growth rate. These 400 ASA speed films are related to the sales of LS cameras with zoom.

For still cameras the decreases of volume and value were much larger. The Volume was reduced by approximately 15%. The biggest loss has been noticed in the segment of FixFocus compact cameras. The share in the camera market decreased by 7%. The only subgroup that achieved a growth of sales (by 25%) were the compact cameras with zoom. Now they have a quarter of the total camera market. The average price in this group decreased by 25 %. This was the reaction to the growing popularity of digital cameras.