



Digital Still Cameras in France : infatuation is going on !

Digital Still Cameras generated a turnover of 500 million euros from Aug. 2001 to July 2002 (sales volume of 775.000 units). The growth is hardly slowing down and the market could surpass 1 million units in 2002. On the other hand, the turnover follows a more reasonable path (54% of increase during the last 12 months, versus 86% in volume), which is a direct consequence of the price decline. The average price measured by GfK during the month of July 02 is 593 euros (down 24% versus July 01). Until the end of 2001, the constant technical improvements prevented the price decline (always more pixels in the chip). Since then the technology has stabilized and the prices have steadily decreased to the benefit of the consumers.