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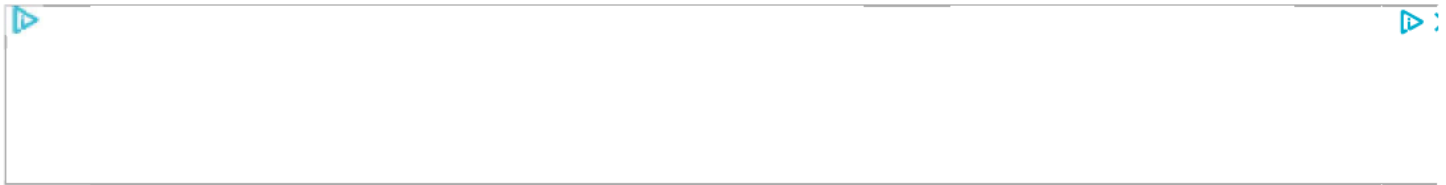
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CANON AND SONY MARKET SHARES DISPLAY A TROUBLING TREND

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Data is often the best way to analyze the direction our photographic industry is taking. In the past, year-on-year reports showcased changing consumer trends, which in turn resulted in a new strategic approach by camera makers. This is how analog was replaced by digital, and now DSLRs are being replaced by mirrorless. Maybe bigger cameras will be replaced by phones. But that's not the only thing these reports show—they also reveal which company is taking the biggest share and whom consumers prefer. For instance, this year, it seems Canon (<https://www.thephoblographer.com/?s=canon>), and Sony (<https://www.thephoblographer.com/?s=+sony>), are head-to-head with each other again, with them being users' favorites.

CANON AND SONY: WHO IS THE WINNER?

According to Fujifilm Rumors (<https://www.fujirumors.com/market-share-2023-fujifilm-430000-units-sold-and-6-market-share/>) and Mirrorless Rumors (<https://www.mirrorlessrumors.com/nikkei-published-the-camera-video-photo-market-share-2023/>), Nikkei magazine, an independent publication that provides market analysis, revealed the global camera market sales for 2023. While the number includes both still and video cameras, it still offers immense insight into which brand consumers still prefer. According to the data published by dclife (https://dclife.jp/camera_news/article/etc/2024/0904_01.html), a Japanese website, one company is a clear winner. Moreover, the numbers have been collated by Nikkei from the Camera & Imaging Products Association (CIPA) and the Japan Electronics and Information Technology Industries Association (JEITA) report of 2023



Here's a list of the market share of 2023:

01. Canon: 3.34 million units sold (46.5%)
02. Sony: 2 million units (27.9%)
03. Nikon: 810,000 units (11.3%)
04. Fujifilm: 430,000 units (6.0%)
05. Panasonic: 260,000 units (3.6%)
06. OM Digital: 180,000 units (2.5%)
07. Ricoh Imaging: 60,000 units (0.8%)

But there is more. Nikkei also notes that “high-performance mirrorless cameras are strong, and the market is recovering.” Furthermore, the report adds that the “decline” of digital cameras worldwide has “slowed compared to before.” This is perhaps why more and more people are making up for the time they didn’t get a chance to buy a camera during the last two years when the pandemic hit us all.

Interestingly, Nikkei also distinguishes between Canon and Sony. Its report stated that the ranking here “remains the same as in 2022.” However, when you put Canon and Sony together, “the two companies will exceed 70% of the sales volume share.”

Looking at the list, you can see that it will take the others decades and massive production to come close to Canon and Sony.

WHY CANON AND SONY ARE OUTSHINING OTHERS?

Firstly, Canon is still the largest brand preferred for DSLR cameras. The BCN Ranking (<https://www.bcn.co.jp/press/detail/id=9161>), for instance, revealed that Canon sold 73.5% (<https://digicame-info.com/2024/07/bcn-award-2025no1.html>) of DSLRs in 2024 alone. Sony came in second, at 36%, for their mirrorless cameras. In another report, we noted that about 350,000 DSLRs were shipped in 2023, and that was just half the year. The reason for choosing DSLR over mirrorless could be due to the lack of EVF and, perhaps, even the learning curve. What is even more surprising is that Europe bought the highest number of DSLRs, at 43.6%, followed by America, at 32.6%. Since DSLRs are also much cheaper, it could be why people still choose them.



As for Sony, nobody can compete with them when it comes to making the best camera. From the a9 III (<https://www.thephoblographer.com/?s=+a9+III>), to the a7r V (<https://www.thephoblographer.com/?s=+a7r+V>), Sony has been consistently pushing boundaries. That is not just for full frames but also for APS-C devices. Canon may have tried their hand at mirrorless, but they are still far behind Sony (<https://www.thephoblographer.com/2024/07/17/opinion-based-on-fact-theres-a-big-problem-at-canon/>).

Other companies, such as Nikon and Fujifilm, have their own issues, too. Nikon's Z9 (<https://www.thephoblographer.com/?s=++Z9>) is one of their most “innovative cameras,” while the full-frame Zf offers the best of style and technology. Nikon's other offerings, such as the Z6 III, (<https://www.thephoblographer.com/2024/06/17/nikon-z6-iii-review/>), are great options for entry-level mirrorless. However, it's been a while since Nikon announced a new innovative camera, (<https://www.thephoblographer.com/2024/07/05/will-we-see-another-new-nikon->

camera-released-in-2024/) so one can see why they have been listed in the third ranking. Fujifilm's numbers are clearly made up from their X and GFX camera sales. The latter series offered exceptional technology, with a high sensor and great IBIS. However, for them, production has been the biggest issue. As for Panasonic, (<https://www.thephoblographer.com/?s=+Panasonic%2C>) OM Digital (<https://www.thephoblographer.com/?s=+olympus>), and Ricoh (<https://www.thephoblographer.com/?s=+ricoh>), not too many photographers opt for them unless there is a very specific requirement, such as hybrid cameras, or they are ardent followers.

The report is nothing but the way people choose their companies. Some are still into a particular brand despite the issues. However, what is troubling is the monopoly (<https://www.thephoblographer.com/2024/08/23/why-dji-entering-the-mirrorless-camera-market-is-exciting/>). Nobody can compete with them, with consumers buying what they produce. And that is unfortunate.

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This simple trick can save tons of money on Amazon, but most Prime members are ignoring it.

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