

In the first half of 2025, Russia recorded the highest demand for digital cameras over the past five years. According to M. Video Eldorado, for six months, the Russians bought 197 thousand such devices that the results of the previous years have surpassed the results of the previous years. The total revenue from sales amounted to more than 3.1 billion rubles.

For comparison, in 2024, 192 thousand chambers were sold for the same period, and in 2020 - only 86.8 thousand. Thus, the market not only recovered after the pandemic, but also showed a small increase of 3% compared to last year.

Most of the sales fell on inexpensive cameras without a pronounced brand - they accounted for more than 60% of the total number of devices sold. Such models are usually chosen by novice users and families, and cameras with the printing function on the thermalmp, which are often taken by adolescents, are popular. The following sales are the W&B brand devices, as well as Canon, Sony and Nikon.

Despite the leading cameras leading in the number of sales, premium and advanced models bring the main revenue. So, Canon accounts for almost 40% of the market income, thanks to the assortment of full -frame cameras and professional solutions. Sony and Nikon occupy the second and third places in revenue, and the Unbranded and Fujifilm cameras also make a significant contribution.

In M. Video-Eldorado, they associate an increase in interest in digital cameras with the desire of users to receive high-quality photos and videos, not relying only on smartphones. Now the 4K supports, replaceable optics and modern functions of wireless transmission and work with cloud services are in demand.