



sociovision
GROUPE IFOP

PHOTOGRAPHY
vs.
THE EMERGENCE
OF INNOVATIVE
PRACTICES

Annual study
of photography usage & attitude
trends in France

9th edition

Study conducted for the Paris
Photography Fair and the The French
Alliance of Digital Industries (AFNUM)

SALON
de la
PHOTO



SEPTEMBER
2024

Sociovision contacts

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METHODOLOGY



Survey conducted among a sample of 1,000 people aged 15 to 65 who take photos.

- Quotas method including gender, age, region, town size, household size and respondent socio-economic category (SEC)
- Data collected via an online panel from 24 June to 9 July 2024.

Survey conducted yearly since 2015. This 2024 wave is the 9th edition of this barometer study.

A person wearing a dark hat and dark clothing stands on a wooden pier extending into a blue body of water. They are holding a large, rectangular photograph in front of their face. The photograph shows the same person from the same perspective, holding a smaller version of the same photograph. This creates a recursive, fractal-like effect. The background is a clear sky and calm water. A semi-transparent dark blue horizontal band is overlaid across the middle of the image, containing the text.

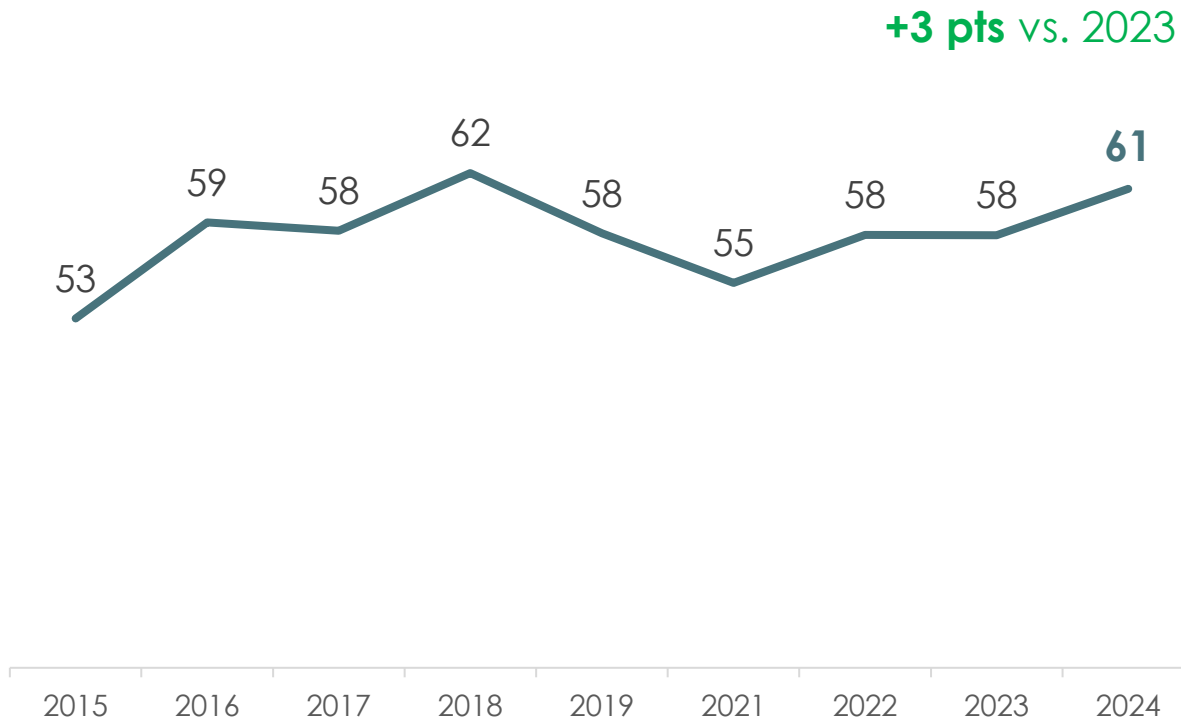
01

IN THE VIDEO AND AI ERA, PHOTOGRAPHY USAGE & ATTITUDES
CONTINUE THEIR MUTATION

A majority of those who take photos claim to be passionate about photography

I am passionate about photography

% Total agree



Base: Total take photos
1,000 people aged 15-65





The desire to immortalize
life's moments
has never been stronger

**I would like to take photographs of
all the moments of my life**

% Total agree

69%

+5 pts vs. 2016

And the willingness to introduce close relations to the world of photography is developing



Initiating close relations to photography / video (children / friends)

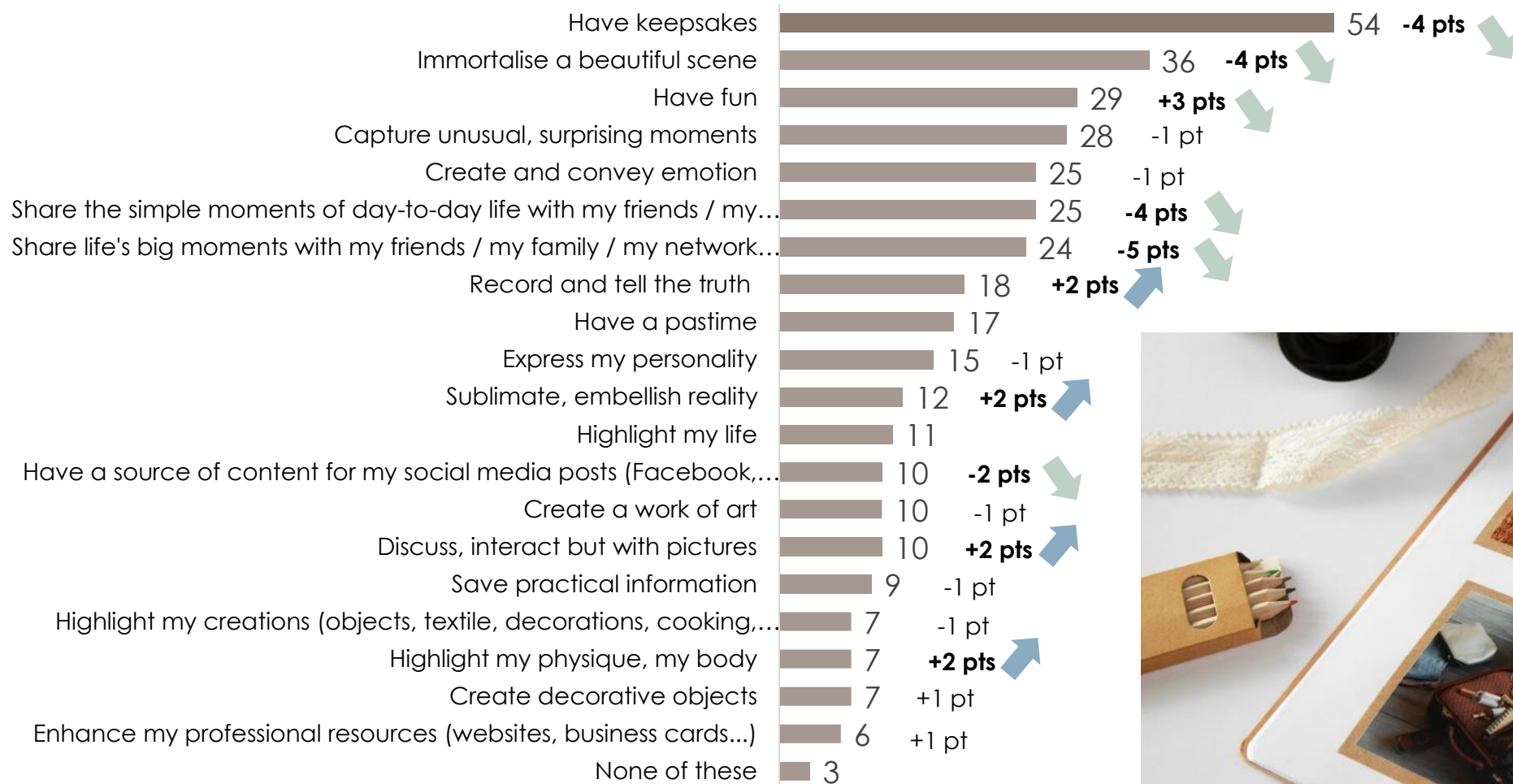
% Total keen to do so



Although “keepsakes” remain the main motivation, showcasing and sharing one's daily life is the aspect of photography which is gathering momentum

Taking photos enables you to...

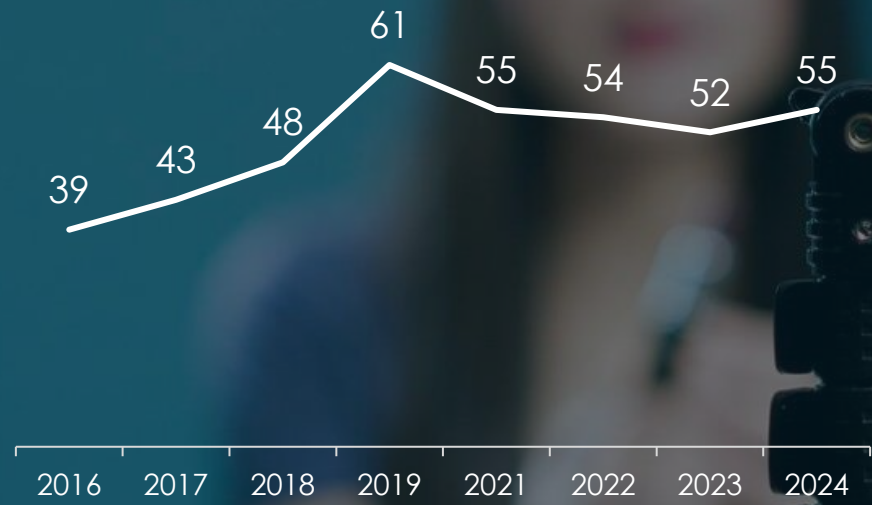
Evolution vs. 2023



Video is an ever more integral part of daily life

I take photos on a daily basis

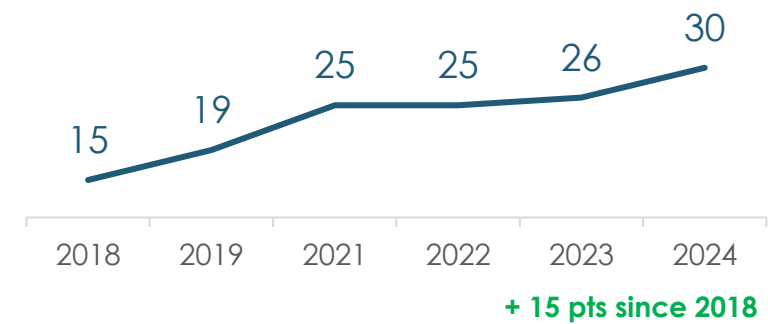
+2 pts vs. 2023



+ 16 pts since 2016

I record videos on a daily basis

+4 pts vs. 2023





“VLOGGERS” GENERATION?

% POST VIDEOS ON PLATFORMS OR SOCIAL MEDIA

% RECORD VIDEOS



| | | |
|------------------------|------------|---------------------------|
| Daily | 13% | +3 pts vs. 2023 |
| At least once per week | 27% | +2 pts vs. 2023 |
| Total do so | 69% | Stable vs. 2023 |

% DO VIDEO EDITING



| | | |
|------------------------|------------|---------------------------|
| Daily | 9% | +2 pts vs. 2023 |
| At least once per week | 19% | +2 pts vs. 2023 |
| Total do so | 54% | +4 pts vs. 2023 |



| | | |
|------------------------|------------|---------------------------|
| Daily | 12% | +2 pts vs. 2023 |
| At least once per week | 27% | +3 pts vs. 2023 |
| Total do so | 63% | +4 pt vs. 2023 |

Base: Total take photos
1,000 people aged 15-65

The usefulness of AI is widely acknowledged

I think it is a good thing that artificial intelligence can provide me with assistance when it comes to photography or videography (composition, retouching, editing, sorting, archiving...)*

% Total agree

55% Aged 30-34: **70%**
Men: **60%**



*New question 2024

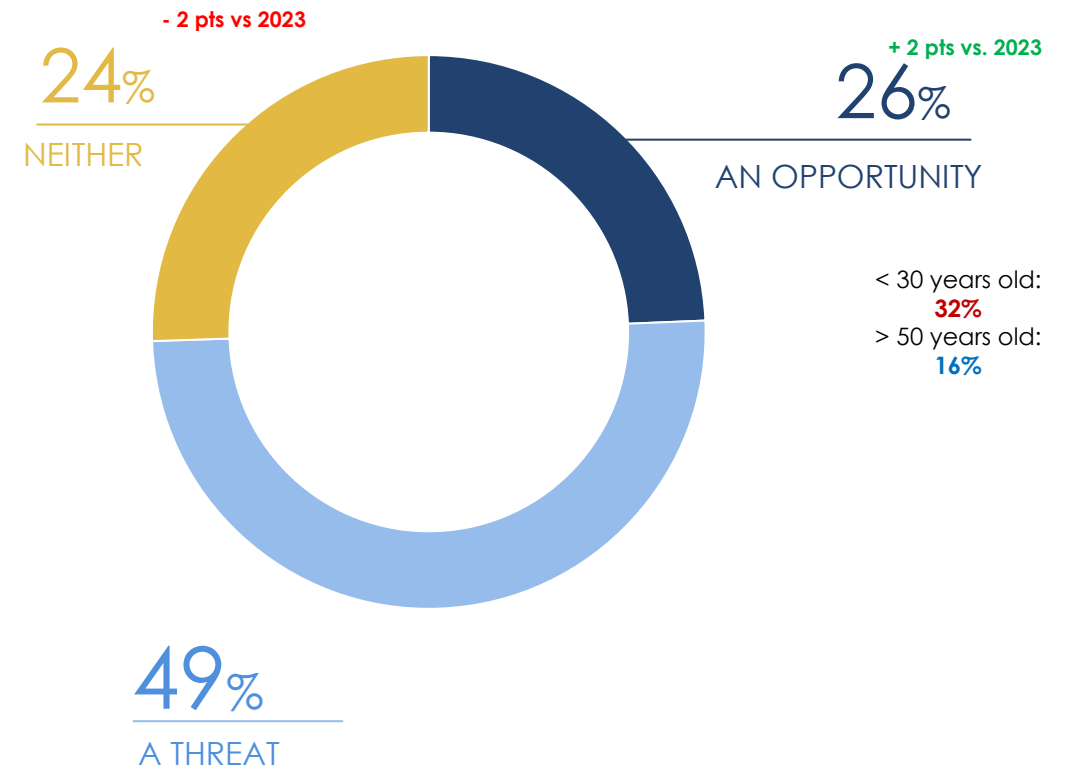
Base: Total take photos
1,000 people aged 15-65

Over-representation vs. Total population
Under-representation vs. Total population

Artificial intelligence is still perceived more as a threat than an opportunity, but a positive evolution can be observed



The fact that artificial intelligence can create photos is:



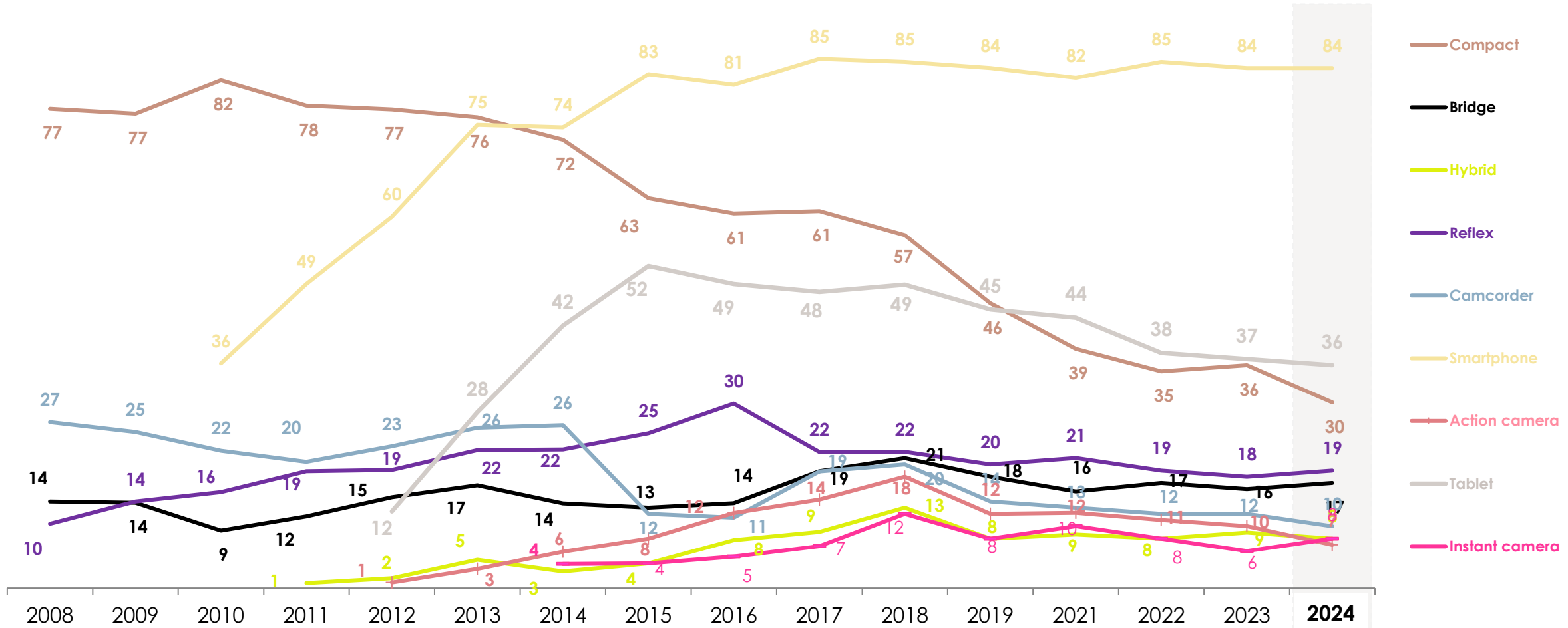
02

EQUIPMENT: GROWING INTEREST IN INNOVATION AND ACCESSORIES



Compact cameras are the device that register the most abrupt decline in 2024

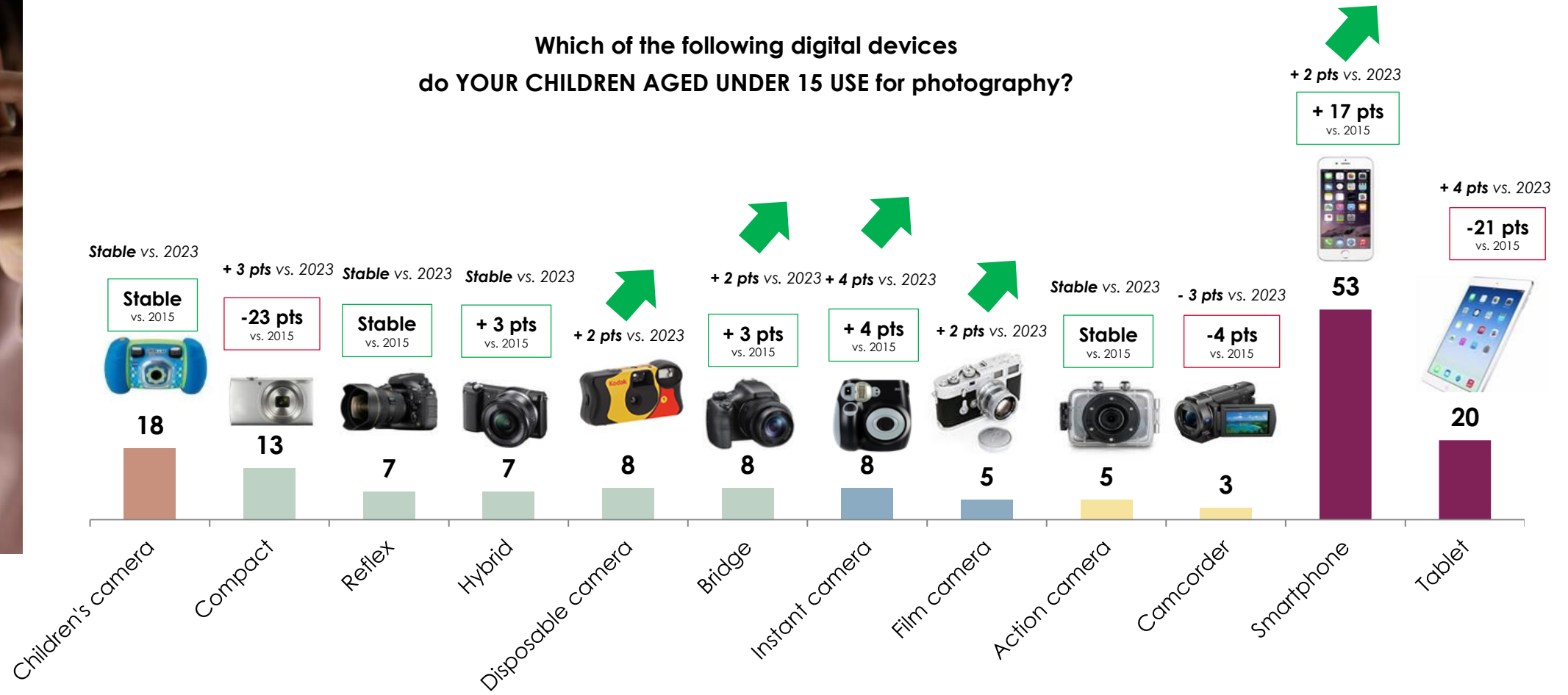
Which of the following digital devices do YOU OWN personally?



Base: Total take photos 1,000 people aged 15-65

The number of young people who take photos is on the rise, a majority of whom use smartphones, but digital devices are also proving popular

Which of the following digital devices
do YOUR CHILDREN AGED UNDER 15 USE for photography?



Tomorrow: photography with smartglasses?

→ The concept already proves interesting for almost a third of photography enthusiasts

Smartglasses will eventually replace traditional cameras and smartphones for taking photos *



% Desirable

30%

Aged 20-24:
42%

% Likely

41%

Aged 20-24:
50%

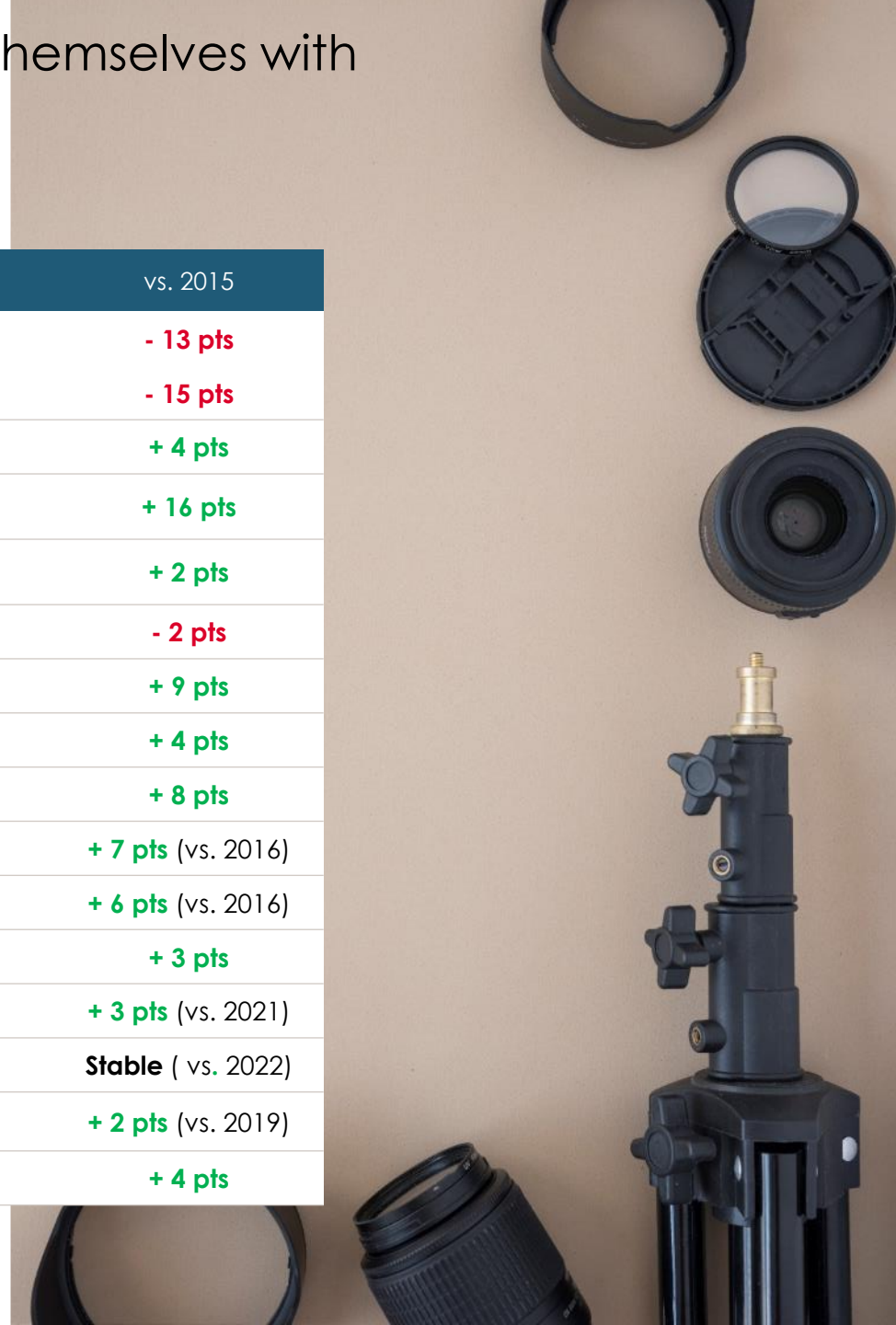
***New question 2024**

Base: Total take photos
1,000 people aged 15-65

Photography enthusiasts are also increasingly equipping themselves with accessories and peripheral devices

Which of the following accessories and peripheral devices do YOU OWN personally?

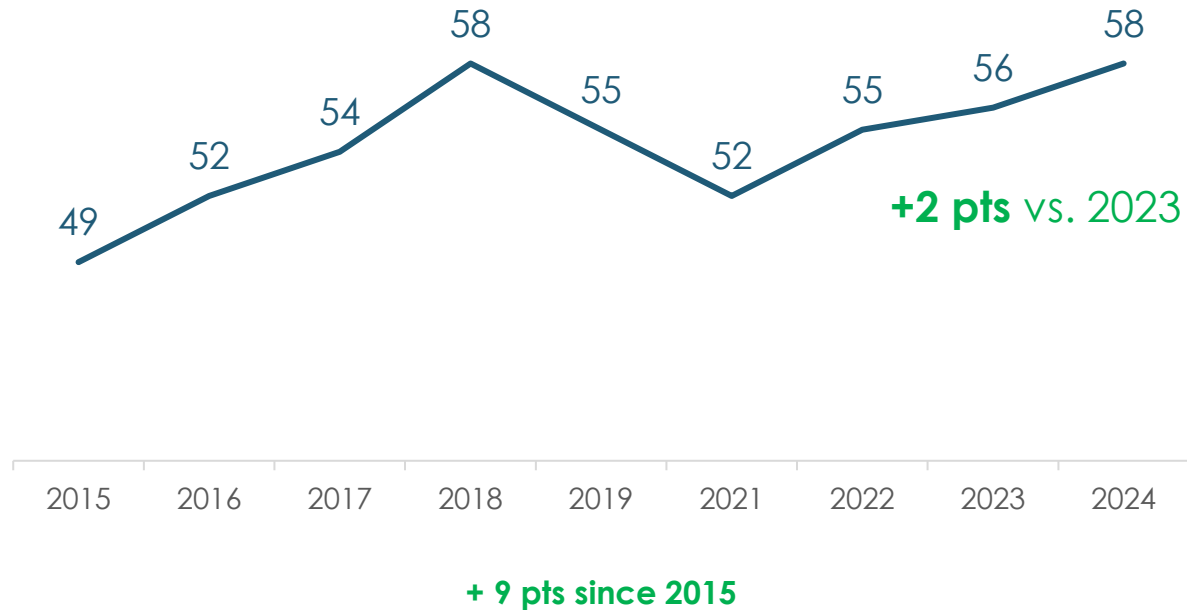
| AT LEAST ONE PIECE OF EQUIPMENT | 80% | vs. 2023 | vs. 2015 |
|--|-----|----------|--------------------|
| All-in-one and photo printer (printing in A4, A3,...) | 31% | - 4 pts | - 13 pts |
| Photography bag (pouch, back-pack, case, etc.) | 28% | + 2 pts | - 15 pts |
| Extra battery | 28% | + 3 pts | + 4 pts |
| Selfie stick | 27% | + 2 pts | + 16 pts |
| Tripod | 27% | + 3 pts | + 2 pts |
| Flash | 24% | + 4 pts | - 2 pts |
| Microphone | 20% | + 2 pts | + 9 pts |
| Filter | 15% | + 3 pts | + 4 pts |
| Portable photo printer (10x15 printing...) (e.g. Selphy) | 12% | Stable | + 8 pts |
| Drone | 11% | + 2 pts | + 7 pts (vs. 2016) |
| Virtual reality headset | 10% | + 2 pts | + 6 pts (vs. 2016) |
| Waterproof housing (for underwater photography) | 8% | Stable | + 3 pts |
| Smart auto-tracking device | 8% | + 3 pts | + 3 pts (vs. 2021) |
| Stabiliser (e.g. Gimbal) | 8% | + 2 pts | Stable (vs. 2022) |
| Rechargeable photo printer (e.g. Instax Share, Zoemini) | 7% | Stable | + 2 pts (vs. 2019) |
| None | 20% | - 5 pts | + 4 pts |



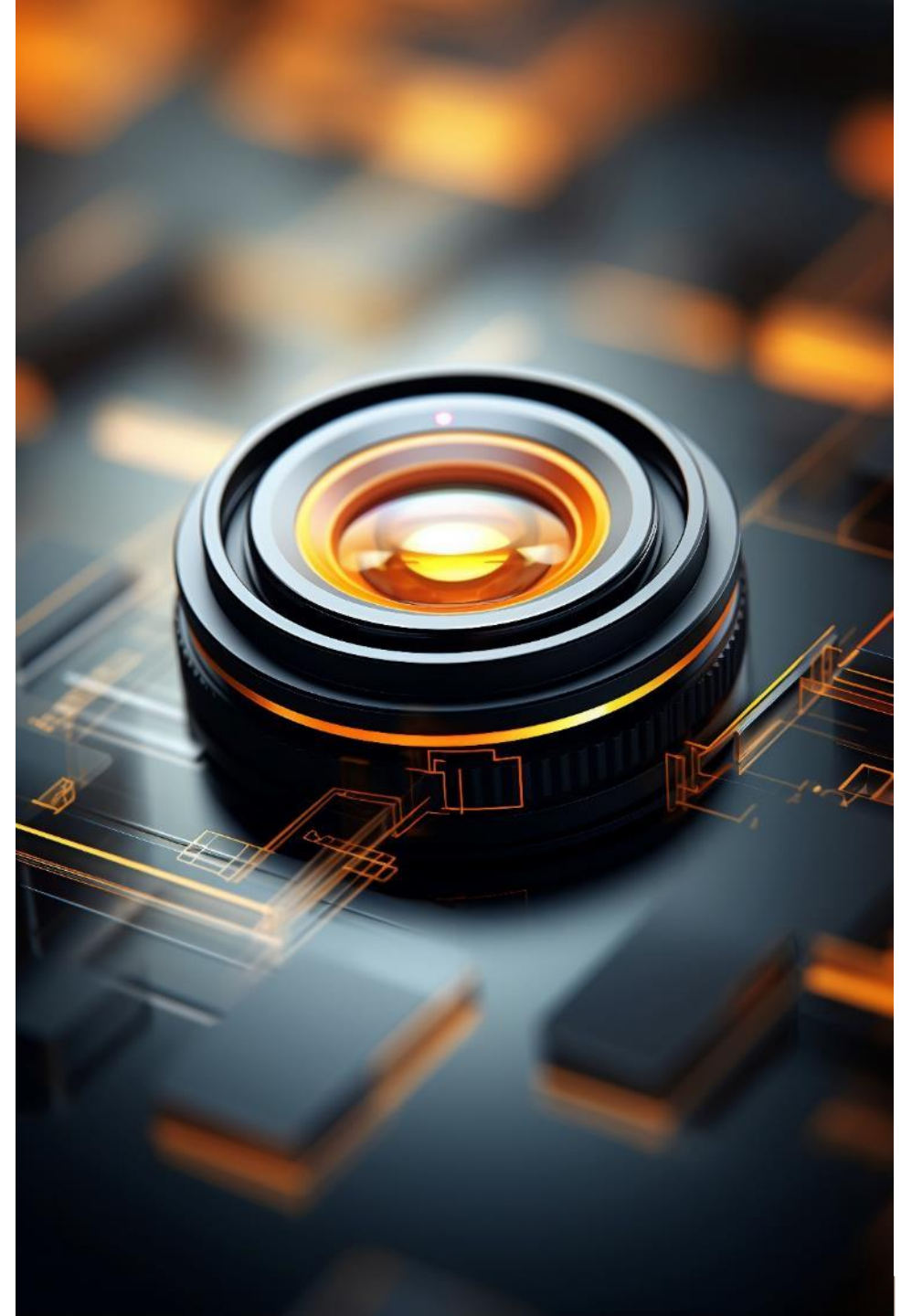
Renewed interest in innovation since 2020

I like to remain abreast of technological innovations and new products in the field of photography

% Total agree



Base: Total take photos
1,000 people aged 15-65



Digital device purchase intention on the rise in 2024

Which of the following photography equipment do you INTEND TO PURCHASE IN THE NEXT 6 MONTHS?

| AT LEAST ONE DEVICE | 61% (+9pts vs. 2015) | vs. 2023 | vs. 2015 |
|-----------------------------|-------------------------|----------|----------|
| SMARTPHONE | 20% | Stable | +5 pts |
| REFLEX | 16% | + 4 pts | + 4 pts |
| COMPACT | 15% | + 4 pts | + 8 pts |
| HYBRID | 13% | + 2 pts | + 9 pts |
| BRIDGE | 12% | Stable | +9 pts |
| INSTANT CAMERA | 9% | + 2 pts | + 6 pts |
| ACTION CAMERA SUCH AS GOPRO | 8% | + 2 pts | + 3 pts |
| TABLET | 8% | Stable | = |
| CAMCORDER | 6% | Stable | + 3 pts |
| CHILDREN'S CAMERA | 3% | Stable | + 2 pts |
| CAMERA FILM(S) | 3% | Stable | + 3 pts |
| FILM CAMERA | 3% | Stable | |
| DISPOSABLE CAMERA | 3% | Stable | |





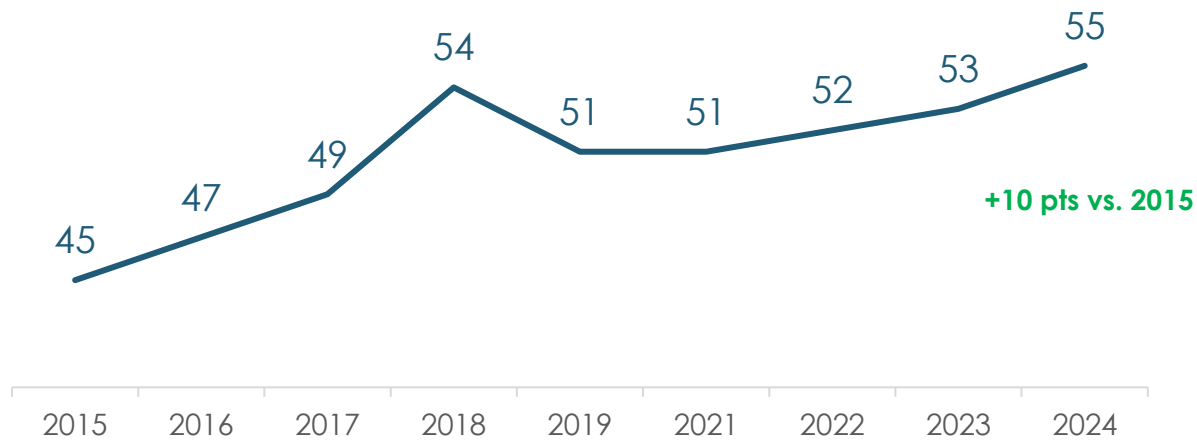
03

CONSUMERS INCREASINGLY IN THE KNOW CONCERNING
PURCHASE AND DECISION CHANNELS

IN A CONTEXT OF HYPERCHOICE, AWARENESS OF THE BEST PHOTOGRAPHY EQUIPMENT RETAIL OUTLETS IS AT A HIGHER LEVEL THAN EVER

When it comes to photography, I know the best shops and the best channels to find the most interesting deals

% Total agree



Positive appraisal of both physical and online retail outlets

In general, what do you think of photography equipment points of sale and showrooms (products on display, product information or advice available, possibility of trying the equipment, etc.)?



Online

% Total Satisfied

66%

+ 4 pts vs. 2023

In stores

% Total Satisfied

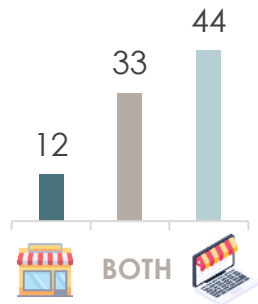
70%

+ 4 pts vs. 2023

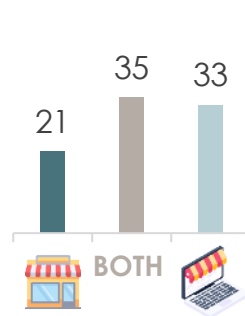
The ideal purchase pathway still involves online research and finalizing the purchase in a physical store

Here is a list of courses of action linked to photography or video equipment. Do you prefer to do each of these in a STORE 🏪 or ONLINE 💻 ?

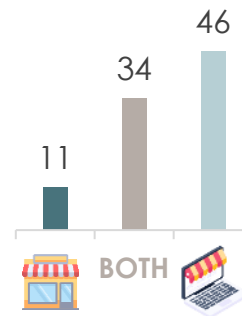
FINDING INSPIRATION, IDEAS



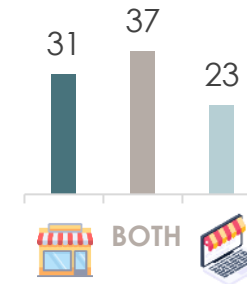
OBTAINING INFORMATION AND RECOMMENDATIONS



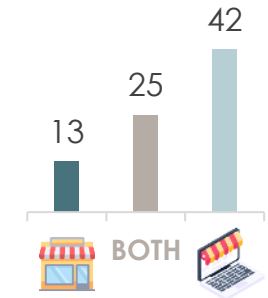
COMPARING PRICES



PURCHASING



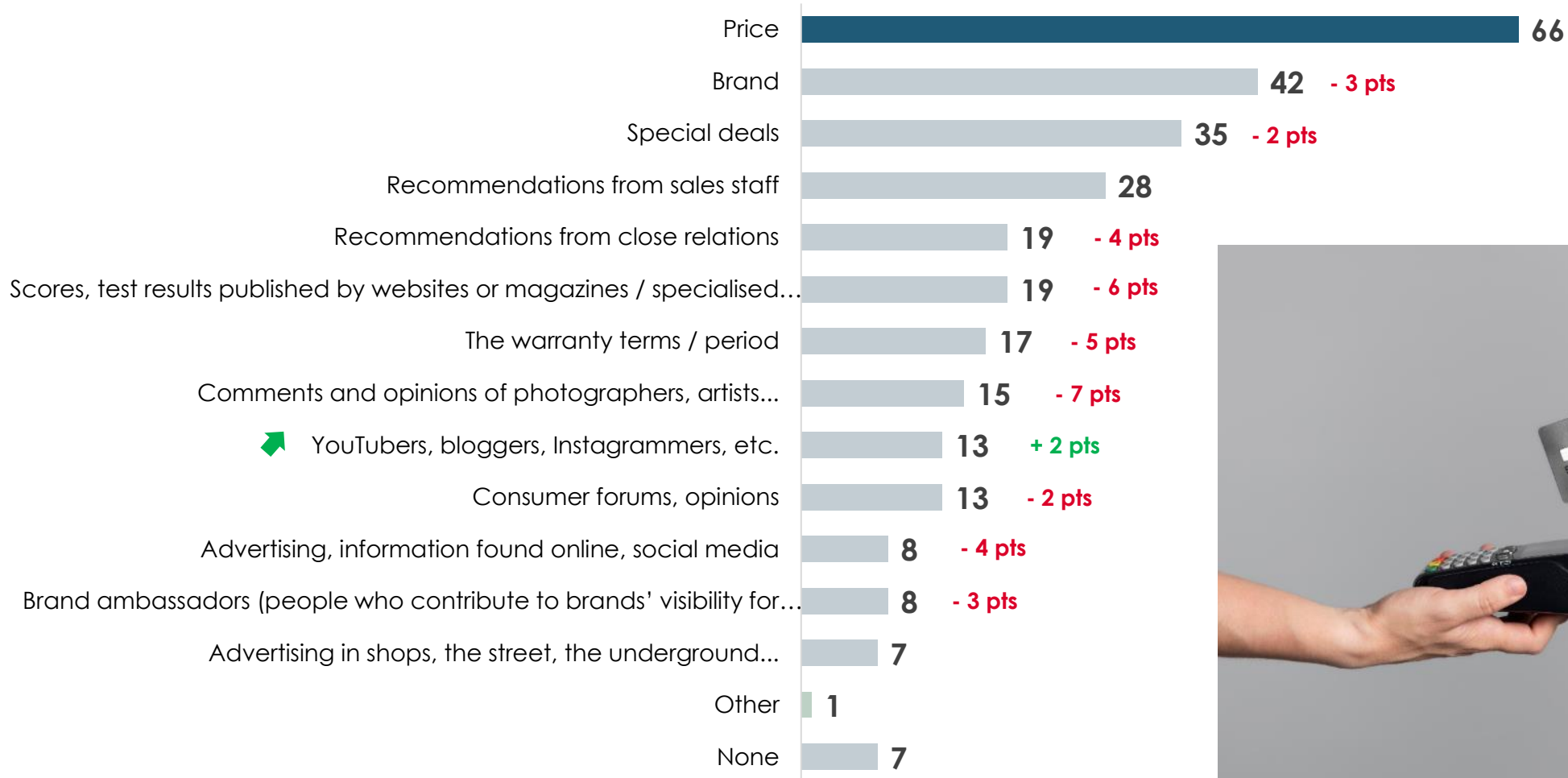
SELLING SECOND-HAND



Price remains the main choice criterion, whereas word-of-mouth, ambassadors, and brand campaigns are losing some of their influence

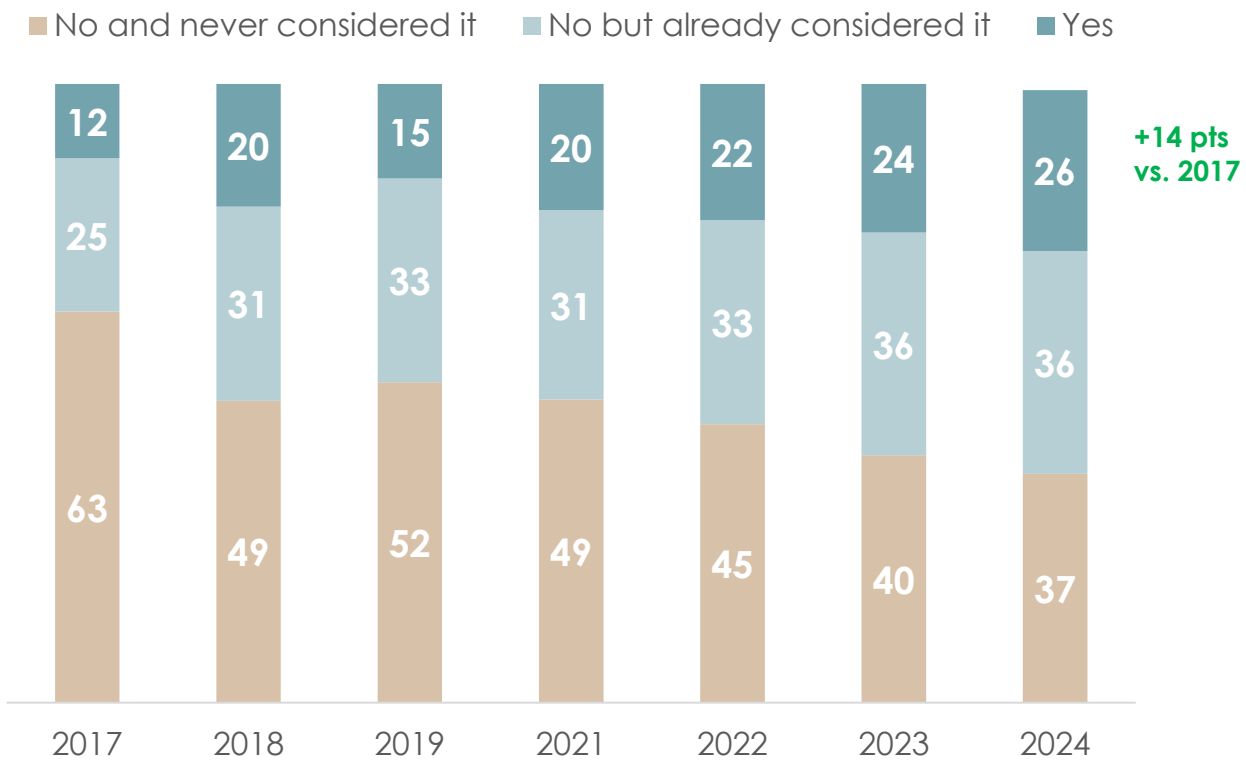
When considering photography equipment, what INFLUENCES YOUR CHOICE MOST?

Evolution vs. 2023



The second-hand photography equipment market continues to grow

Have you ever purchased SECOND-HAND PHOTOGRAPHY EQUIPMENT?



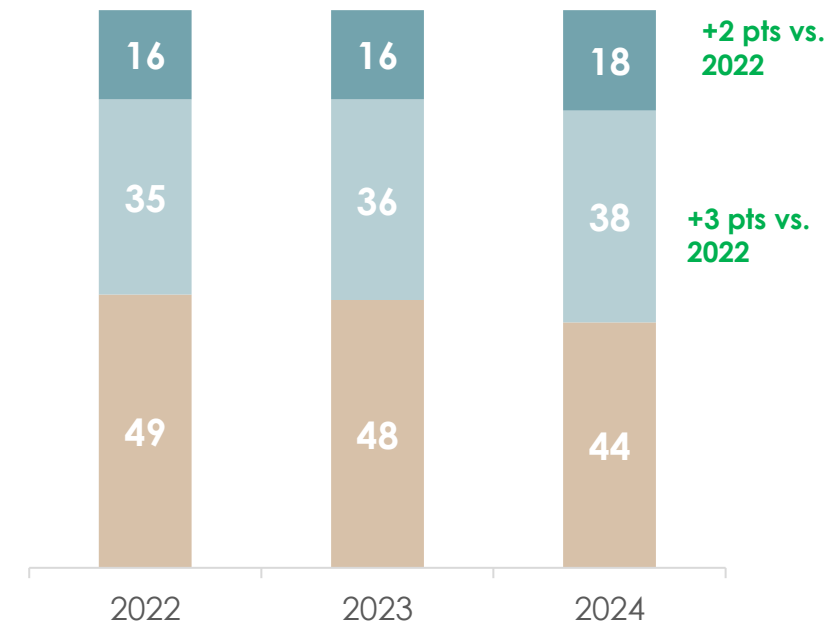
Base: Total take photos
 1,000 people aged 15-65



The refurbished market is developing slowly

Have you ever purchased
REFURBISHED PHOTOGRAPHY
EQUIPMENT?

- Yes ↗
- No but have considered it ↗
- No and never considered it



04

PHOTO TRENDS: VINTAGE, CREATIVE PRINTING,
CLOUD SOLUTIONS

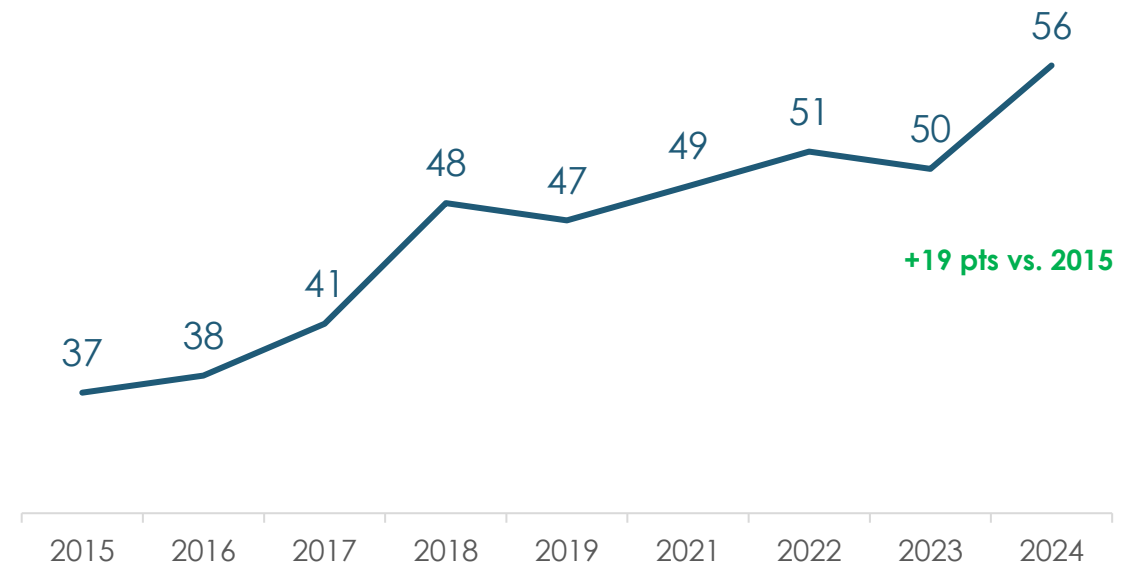




Film camera nostalgia
has never been felt so strongly...

I am nostalgic about the film camera days

% Total agree

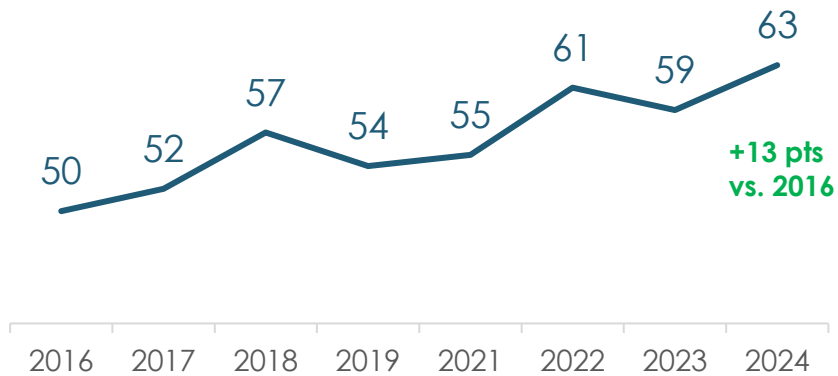


Base: Total take photos
1,000 people aged 15-65

“Vintage” appeals more than ever

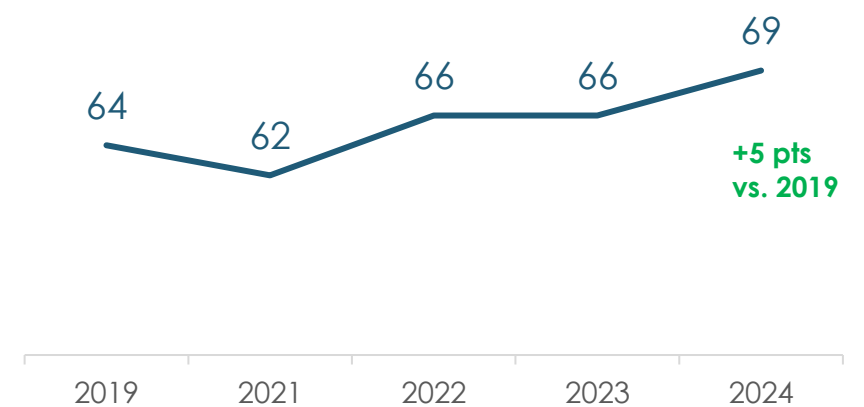
I love cameras with an old-school / vintage design

% Total agree



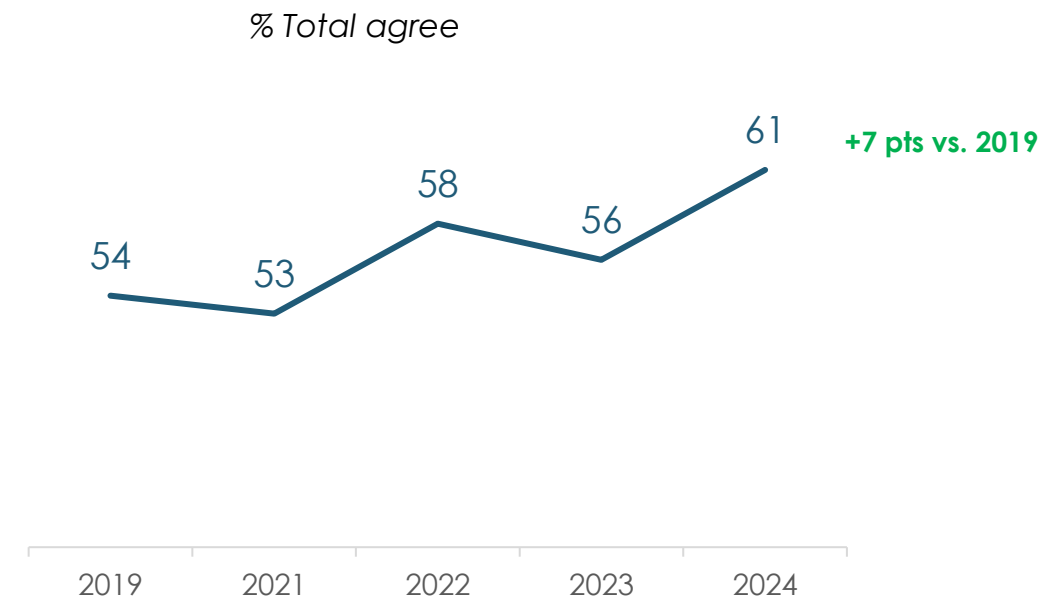
I love printed photos with an old-school / vintage design

% Total agree



Using personal photos for decorative purposes: a trend on the rise!

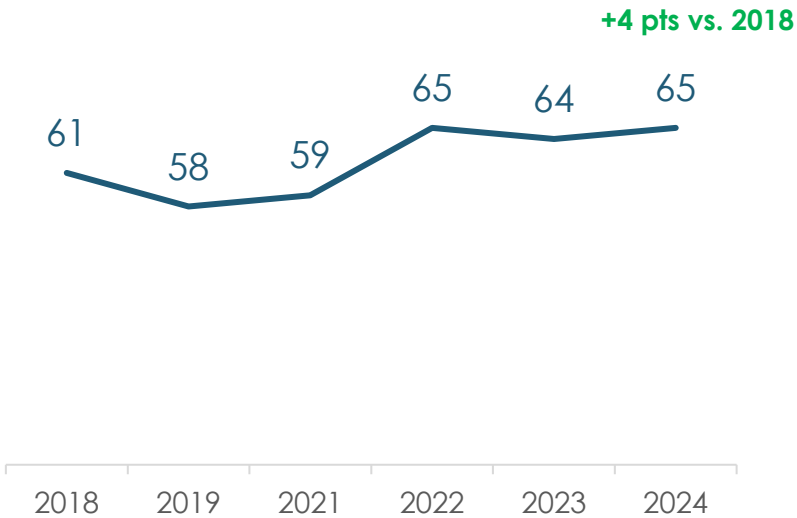
**I love using my photos to personalise the interior of my home
(mural decoration, hanging photos, etc.)**



As trust in cloud solutions gradually grows...

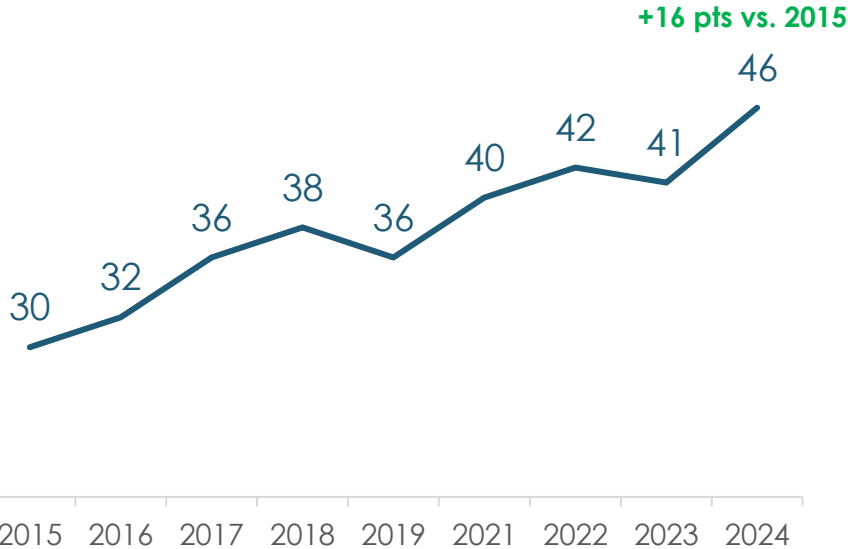
I trust the “cloud” (private online storage) to store my photos on the long term

% Total agree



All our photos are stored on the “cloud” (private online storage)

% Total desirable

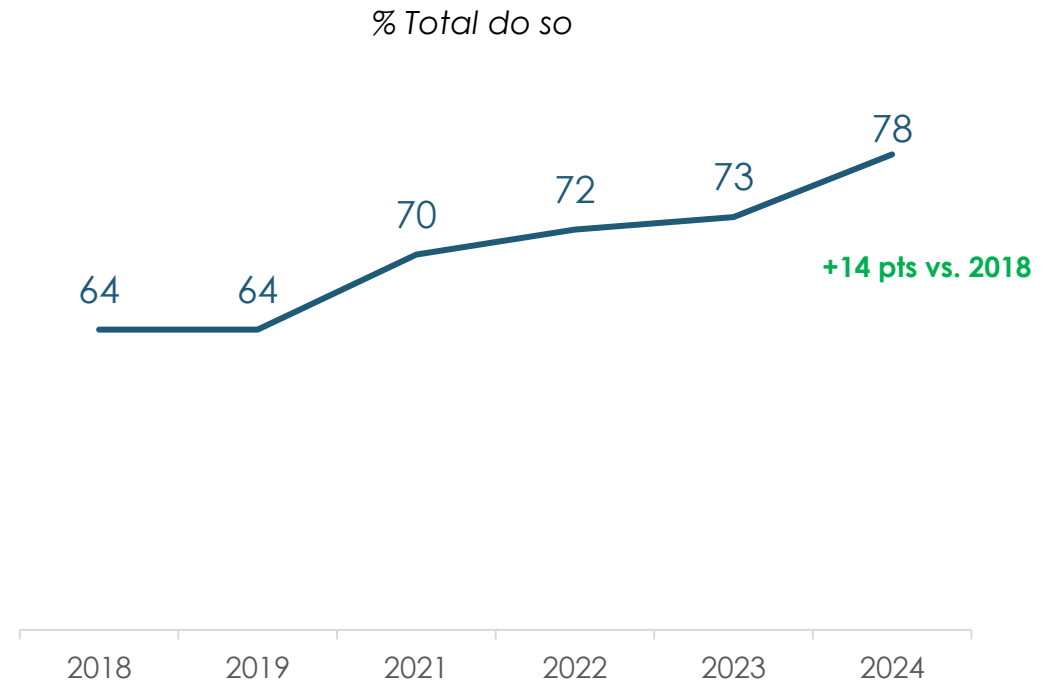


Base: Total take photos
1,000 people aged 15-65



... they are increasingly resorted to for storing photos and videos

Archiving on a cloud platform / private online storage (e.g. Google photo, Flickr, Dropbox, OneDrive, etc...)



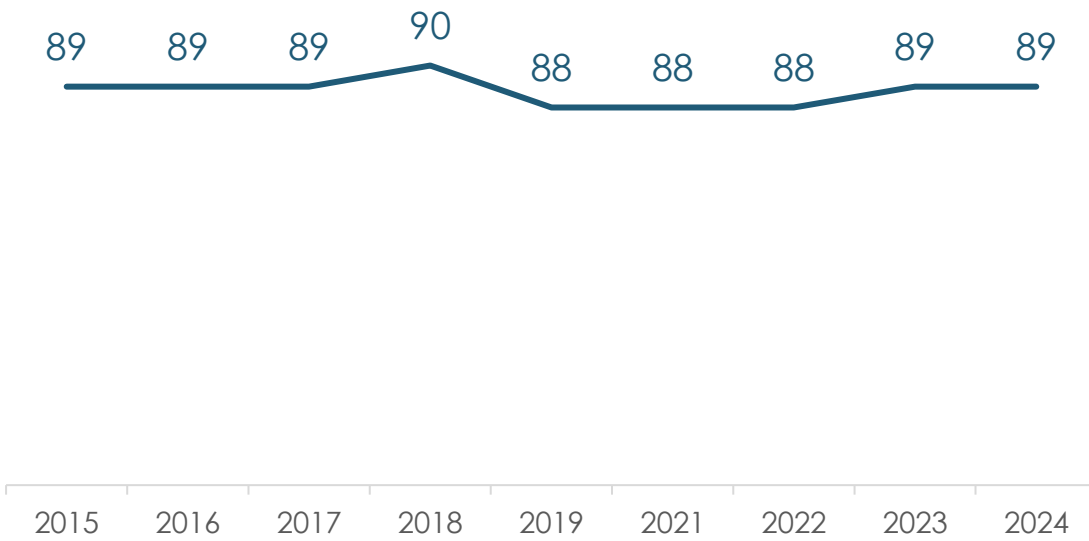
Base: Total take photos
1,000 people aged 15-65



The number of people who print photos remains stable from year to year...

Printing

% Total do so

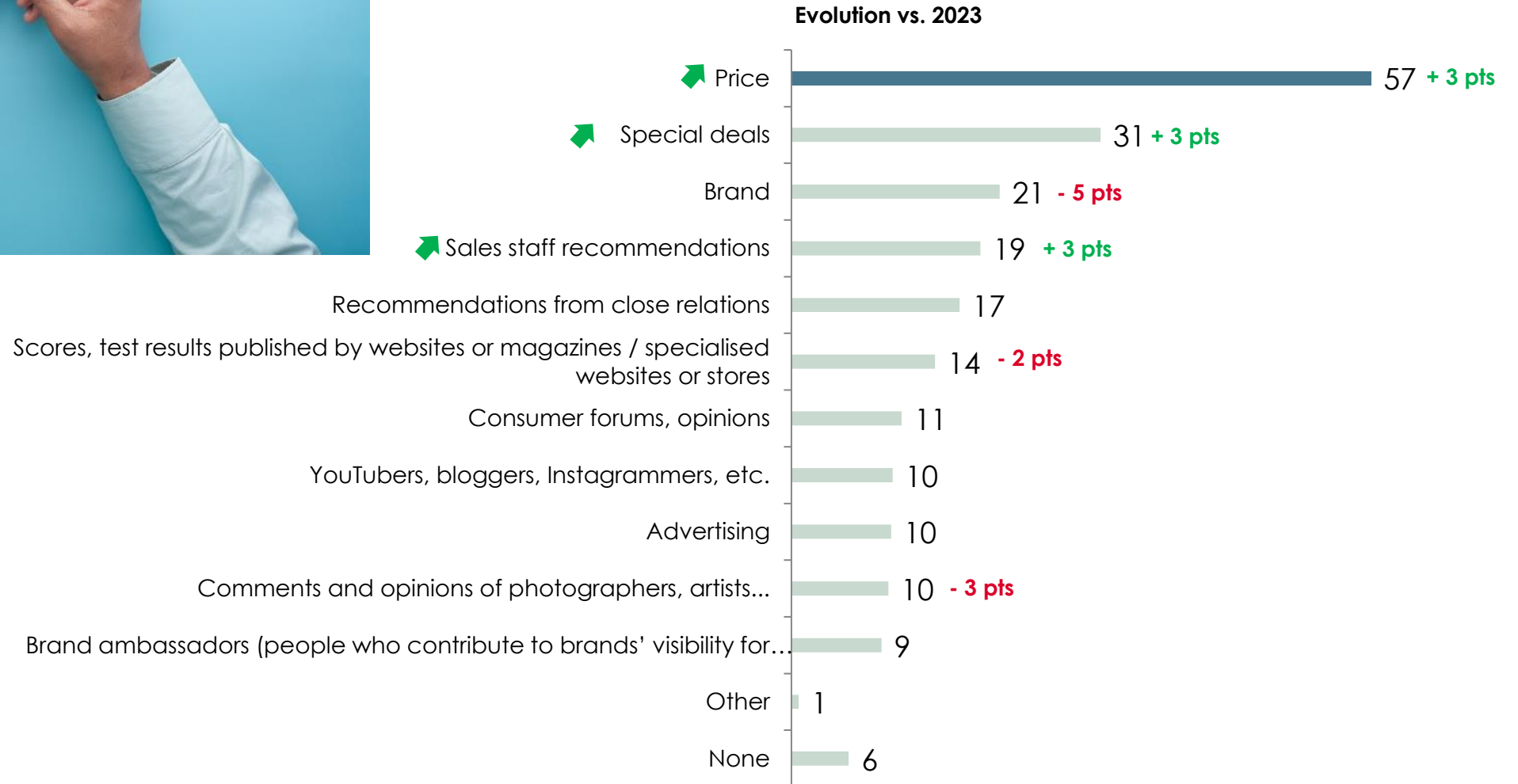


Base: Total take photos
1,000 people aged 15-65



Price is by far the first criterion when choosing a printer, the influence of the brand is waning

When it comes to printers, what influences your choice most?



CONCLU



SIONS

The passion for photography is withstanding the challenges arising from new practices

- **ENTHUSIASM FOR PHOTOGRAPHY IS SHOWING NO SIGNS OF WANING**

The passion and feeling of expertise expressed by photographers continue to grow, which in turn bolsters their desire to share this with close relations, as well as their motivation to equip themselves with accessories to improve the results obtained (lenses, tripods...).

- **VIDEO IS EVER MORE UBIQUITOUS**

Smartphones confirm their role as gateways into photography, for all generations: almost one in two people who take photos do so only with their smartphone. With an increasing tendency to want to showcase and share one's life under the influence of the TikTok culture, photography and videography are both becoming increasingly integral parts of day-to-day life. New requirements are fostering new standards.

- **YOUNG PEOPLE ARE KEEN ON THE IDEA OF THE AI PHOTO ASSISTANT**

Although generative artificial intelligence remains considered by a majority as a threat to human creativity, the concept of an assistant for photographic endeavours is met with increasing acceptance, in particular among the younger generations.

- **TECHNICAL INNOVATIONS GIVE RISE TO GROWING INTEREST**

Smartphone retouching applications are now ubiquitous and used by a majority of those who take photos. Furthermore, the idea of taking photos with smartglasses rather than a smartphone already appeals to one in three photography enthusiasts.

A woman with long dark hair is taking a selfie with a smartphone. She is wearing a dark, long-sleeved top. The background is a soft, out-of-focus green and blue.

The passion for
photography is
withstanding the
challenges arising
from new
practices

- **A FAMILIAR PURCHASE PATHWAY WHICH INCREASINGLY INCORPORATES THE ONLINE EXPERIENCE**

Today, the majority of those who take photos claim they know where to buy their equipment to obtain the best deals. Even though physical channels and events are held in high esteem (special days, photo shows, Paris Photography Fair...) online purchases or events are increasingly appealing (online showroom, etc.). In the increasingly dynamic second-hand market, marketplaces are gaining ground relative to websites dedicated to sales between private individuals.

- **THE MARKET NEEDS TO SATISFY THE NEEDS OF VINTAGE LOVERS AS WELL AS THOSE WHO DREAM OF HANDLING VIRTUAL PHOTOS EXCLUSIVELY**

This year again, feelings of nostalgia are running high. This entails a pronounced interest in film cameras or the creation of physical photo albums among those who are keen on the “vintage” effect as well as the printing of “Instagram-ratio” pics. Meanwhile, others (more of a minority) like to imagine a world where virtual photos will have completely replaced physical ones...