

# [Current marketing situation](https://assignbuster.com/current-marketing-situation/)

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Current marketing situation Canon cameras cover the range from entry-level point & shoot models to high-end professional Slurs at the very top of the market. The target market of Canon photography products can be divided Into two major segments; Demographic segmentation and Cryptographic segmentation. Individuals and families using photography to Illustrate & capture their Important moments are grouped under Demographic segmentation: it uses the common bases of age, gender, income, ethnic aground, and family life cycle.

Professional photographers and highly-skilled amateurs are grouped under Cryptographic segmentation; I think so because its basis follows the following variables: Personality, Motives, Lifestyles, and Demographics. As at December 31 , 2013, Canon has make over USED $35. 5 billion of the outstanding achievement. Their main product is the DSSSL camera which are the luxury items so they set the prices about HIKE $ 5, 000 to $ 51 , OHO. Canon have a large competition which is Nixon.