

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 SLRs at the very top of the market. The target market of Canon photography products can be divided into two major segments; Demographic segmentation and Psychographic 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 background, and family life cycle.

Professional photographers and highly-skilled amateurs are grouped under Psychographic segmentation; I think so because its basis follows the following variables: Personality, Motives, Lifestyles, and Demographics. As at December 31, 2013, Canon has made over USD \$35.5 billion of the outstanding achievement. Their main product is the DSLR camera which are the luxury items so they set the prices about HKD \$ 5,000 to \$ 51,000. Canon has a large competition which is Nikon.