



The market für picture taking and printing
in Germany 2007

Market trends from GfK Consumer Scope

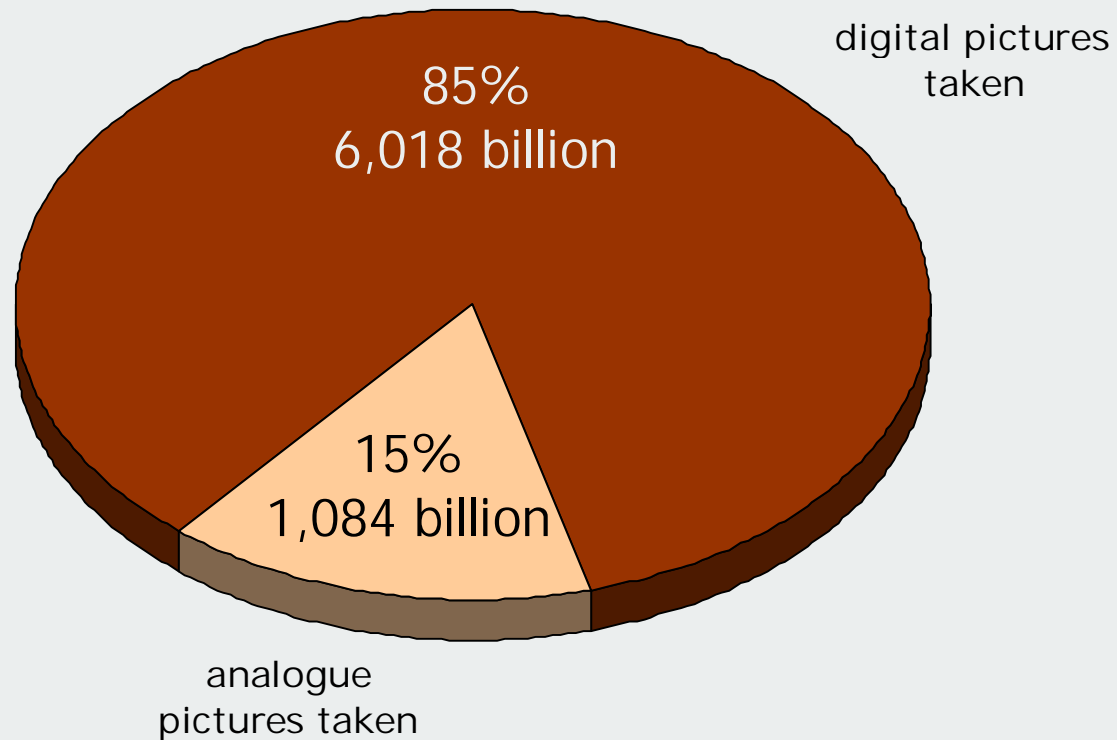
GfK



Digital and analogue pictures taken

Base: taken pictures 2007

Digital and analogue pictures taken 7,102 billion pictures





Digital and analogue pictures taken + fotofinishing

Base: taking pictures, 2007

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Digital and analogue
pictures taken
7,102 billion pictures



Digital and analogue
fotofinishing
3,390 billion pictures





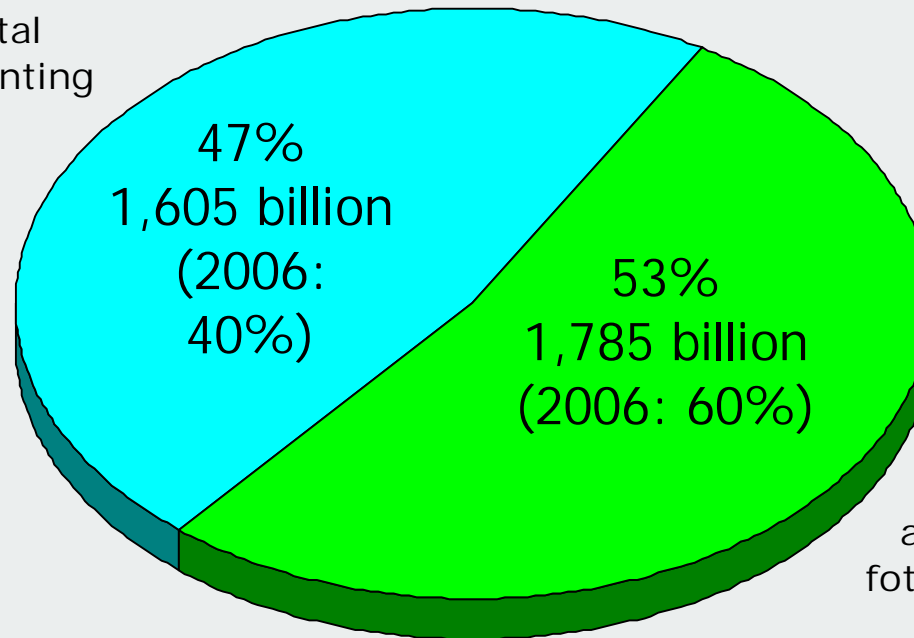
Digital and analogue fotofinishing

Base: printing pictures, 2007

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Digital and analogue fotofinishing 3,390 billion pictures

digital
fotoprinting



analogue
fotofinishing



Picture taking and printing in 2007

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- Round about 7,1 billion photos had been taken by private persons within the year 2007. Out of these, 85 percent fall upon digital photos, so only 15 percent are left for analogue picture taking.
- Nearly each second picture taken is also being printed at home resp. finished online or in photoshops.
- Regardless the shifting to digital photography, still more analogue than digital pictures are being finished. 53 percent of all photos printed in the year 2007 had analogue origin.



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