

**COMING INTO FOCUS**

Big Camera says more buyers are switching from film to compact digital. **3**

# Big Camera is upbeat on compact digital demand

**KUAKUL MORNKUM**

**B**ig Camera Corporation Plc, a Thai digital camera and imaging equipment retailer, forecasts rising demand in the compact digital camera segment.

Chitchai Thienkanjanawong, sales and marketing director at Big Camera, said film cameras, which were popular over the past three years, have slowed down this year.

Film and photo development costs are rising, with each roll totalling 400-500 baht.

He said film customers are starting to shift to compact digital cameras, which now average 3,900 baht for popular models.

In addition, gimbal or pocket cameras

are becoming more popular with consumers, said Mr Chitchai.

Camera sales in Thailand are closely tied to the country's tourism sector, he noted.

Camera sales typically peak in the fourth quarter as travel increases, followed by a sharp decline in the first quarter. Sales then pick up during the Songkran festival in April before entering a low season, said Mr Chitchai.

This year the company wants to capitalise on high-season camera demand, he said.

In 2027, major camera brands such as Sony, Canon and Fujifilm are expected to focus more on compact cameras, said Mr Chitchai.

While smartphone camera quality continues to improve annually, he said

dedicated cameras have an advantage with depth of field and better sensors, while smartphones may focus on integrated artificial intelligence (AI).

Furthermore, many gimbal cameras are incorporating more advanced AI features to better address customer needs.

Regarding the microchip shortages, Mr Chitchai said the upcoming 2027 camera models may be pricier, but did not specify the hike.

## DRONE RESTRICTION

The recent border clashes between Thailand and Cambodia significantly disrupted the commercial drone market.

Drone buyers could previously receive their drones before registering them with the National Broadcasting and Telecommunications Commission (NBTC), but the process has since changed.

In August 2025, the NBTC issued a notification requiring buyers to submit receipts and personal identification to the regulator, as well as obtain a registration certificate before collecting their drones from sellers.

"Under the new regulations, the market is estimated to have shrunk by half," he said.

"The new process is likely to deter tourists from purchasing drones."

Demand has shifted from tourists buying drones for personal use to commercial users, prompting drone brands to shift their focus, with some launching new products such as gimbal cameras.



Mr Chitchai says he expects major camera brands such as Sony, Canon and Fujifilm to focus on compact cameras next year.