

# 2022: PHOTOGRAPHY IN THE POST-COVID ERA

An annual study of trends in  
photographic practices in France  
7th edition

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September  
2022

sociovision  
GROUPE IFOP



A study conducted for the Salon de la Photo and the Alliance Française des Industries du Numérique (AFNUM)

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**SALON**  
de la  
**PHOTO**

  
**AFNUM**  
Alliance Française des Industries du Numérique

# METHODOLOGY



**A survey covering a nationally representative population of 1507 individuals aged 15 to 65 who take digital photos.**

- Application of quotas including criteria for interviewee gender, age, residing region and urban area population, household size and SPC
- Data collected via an online panel from June 30 to July 20, 2022

**This survey has been conducted annually since 2015.**



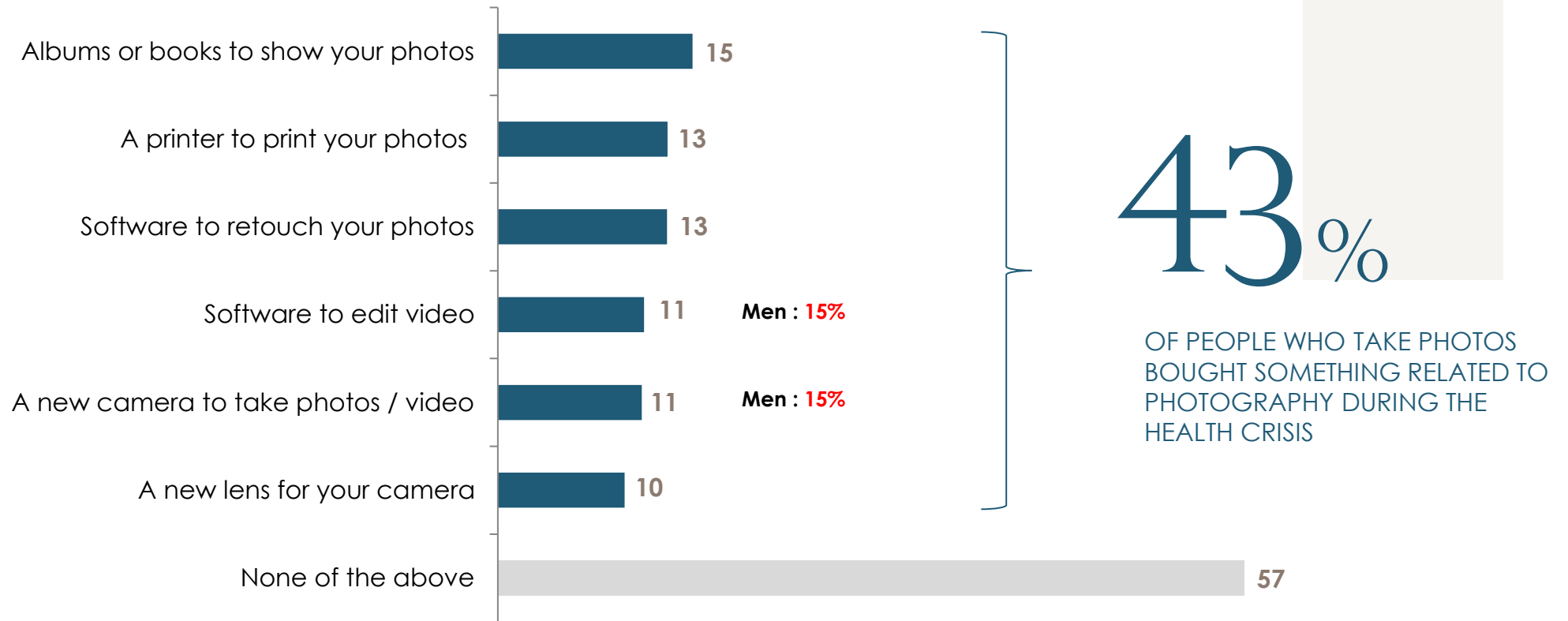
A person wearing a floral HUF cap and a dark jacket with a red plaid scarf, holding a Sony camera up to their eye on an escalator. The background shows other people on the escalator and a blurred city street.

# 01 | THE APPEAL OF PHOTOGRAPHY HAS NOT WAVERED

# During the Covid confinement period, nearly half of the people who take photos bought something directly related to photography

During the Covid health crisis and the confinement periods of 2020 and 2021, people spent a lot of time at home and less time outside in public. During this period, did you buy any of the following material related to photos and photography? \*

**During the Covid health crisis I bought...**

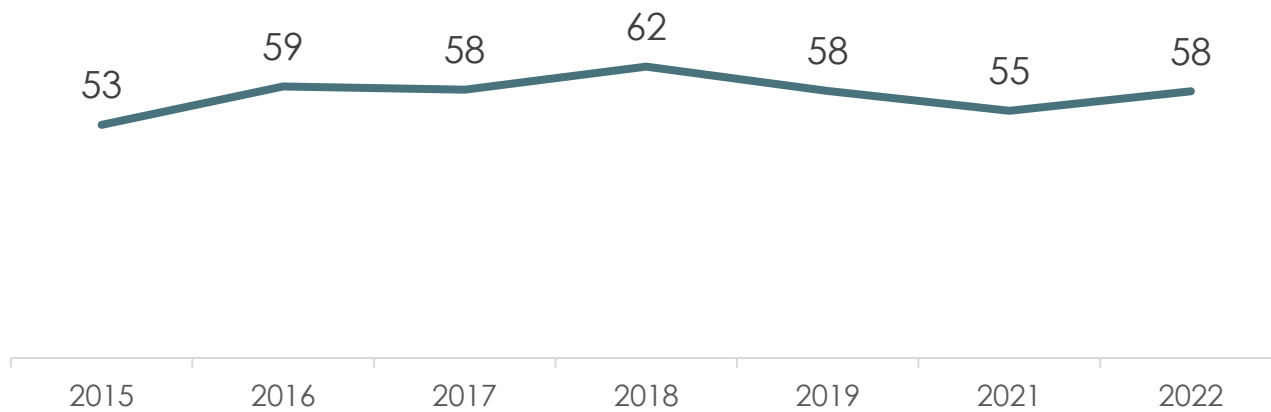




Just as many people as before the Covid crisis are passionate about photos

### I'm passionate about photography

Ages 25-34 : 69%  
SCP+ : 69%



Base : Total who take photos  
1 507 people

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



# Whether its face-to-face or online, courses in photography attract 1 out of 2 people who take photos

Sometimes we WANT to do things that we don't always get around to doing.

For each of the following activities, did you want to do them DURING THE LAST MONTH and did you actually do them?

## TAKE A **FACE-TO-FACE** COURSE IN PHOTOGRAPHY \*

I wanted to do it and did	10%	} <b>61%</b> <b>Are interested</b> Ages 25-29 : <b>76%</b> SCP+ : <b>74%</b> Paris region : <b>71%</b> Men : <b>66%</b>
I wanted to do it but didn't	25%	
It never crossed my mind but I would like to	26%	
It never crossed my mind and it doesn't interest me	39%	

## TAKE AN **ONLINE** COURSE IN PHOTOGRAPHY \*

I wanted to do it and did	11%	} <b>59%</b> <b>Are interested</b> Ages 25-29 : <b>74%</b> Paris region : <b>74%</b> SCP+ : <b>69%</b> Men : <b>65%</b>
I wanted to do it but didn't	22%	
It never crossed my mind but I would like to	26%	
It never crossed my mind and it doesn't interest me	41%	





02

PHOTOGRAPHY CONTINUES TO ASSERT ITSELF AS  
A MEANS OF COMMUNICATION

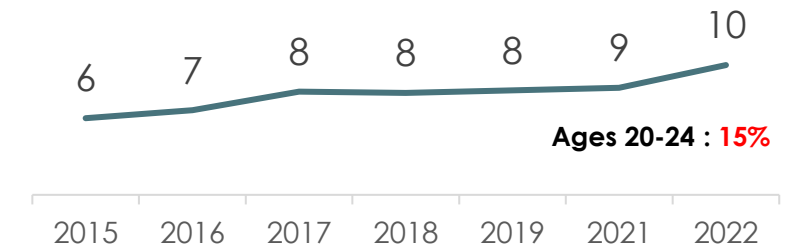
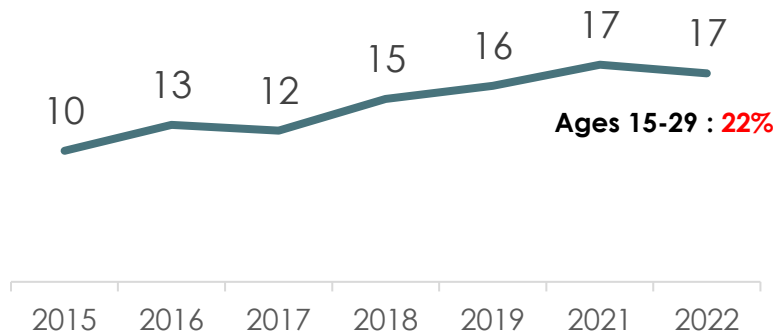


There is a growing use of photos  
**TO EXPRESS ONESELF AND INTERACT**

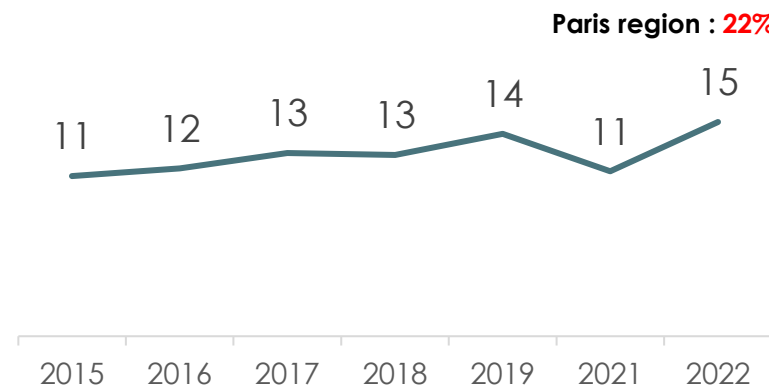


# Photography is progressing as a means to project one's character and connect with other people

Photography enables me to ...

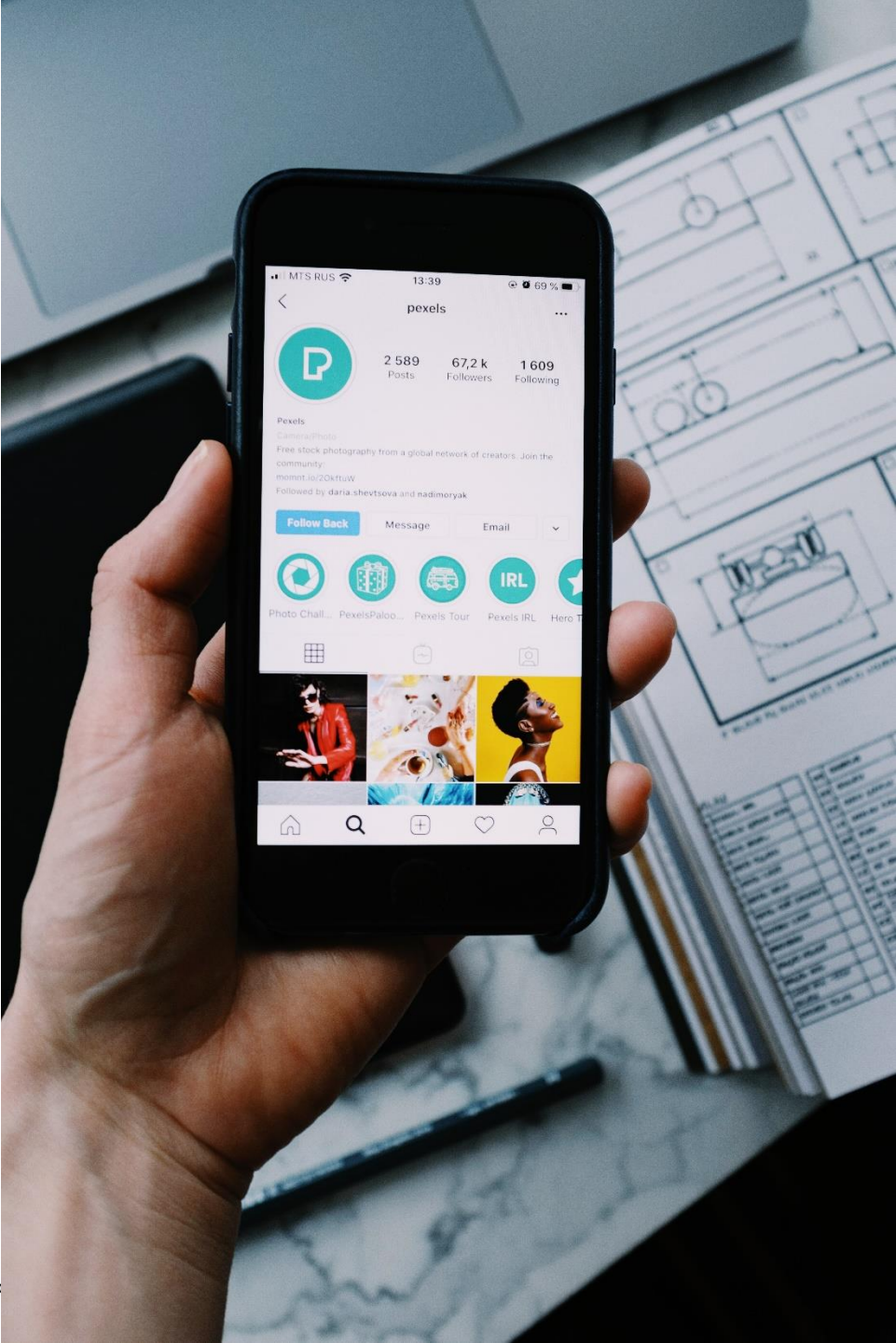


**HAVE A HOBBY**



**DISCUSS THINGS, INTERACT, BUT IN IMAGES**

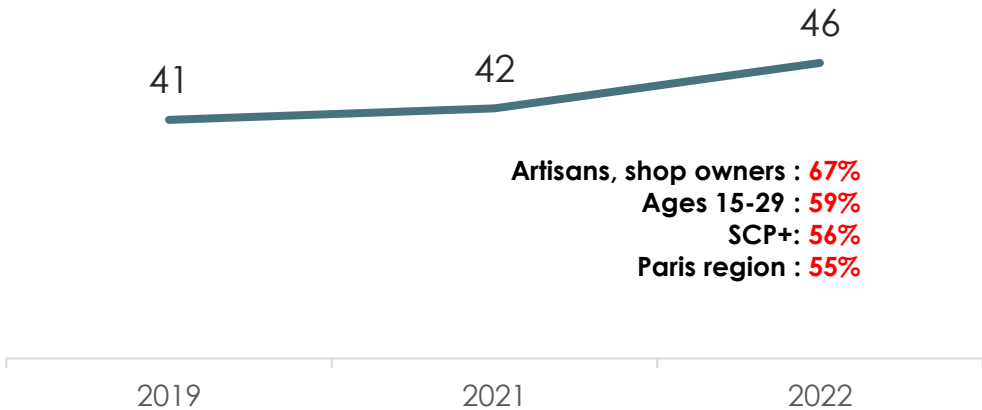




Photos are increasingly a way to show yourself in a good light professionally

**I need to take attractive photos to promote my business activities**

(on social networks, in printed form, etc.)



Base : Total who take photos  
1 507 people

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

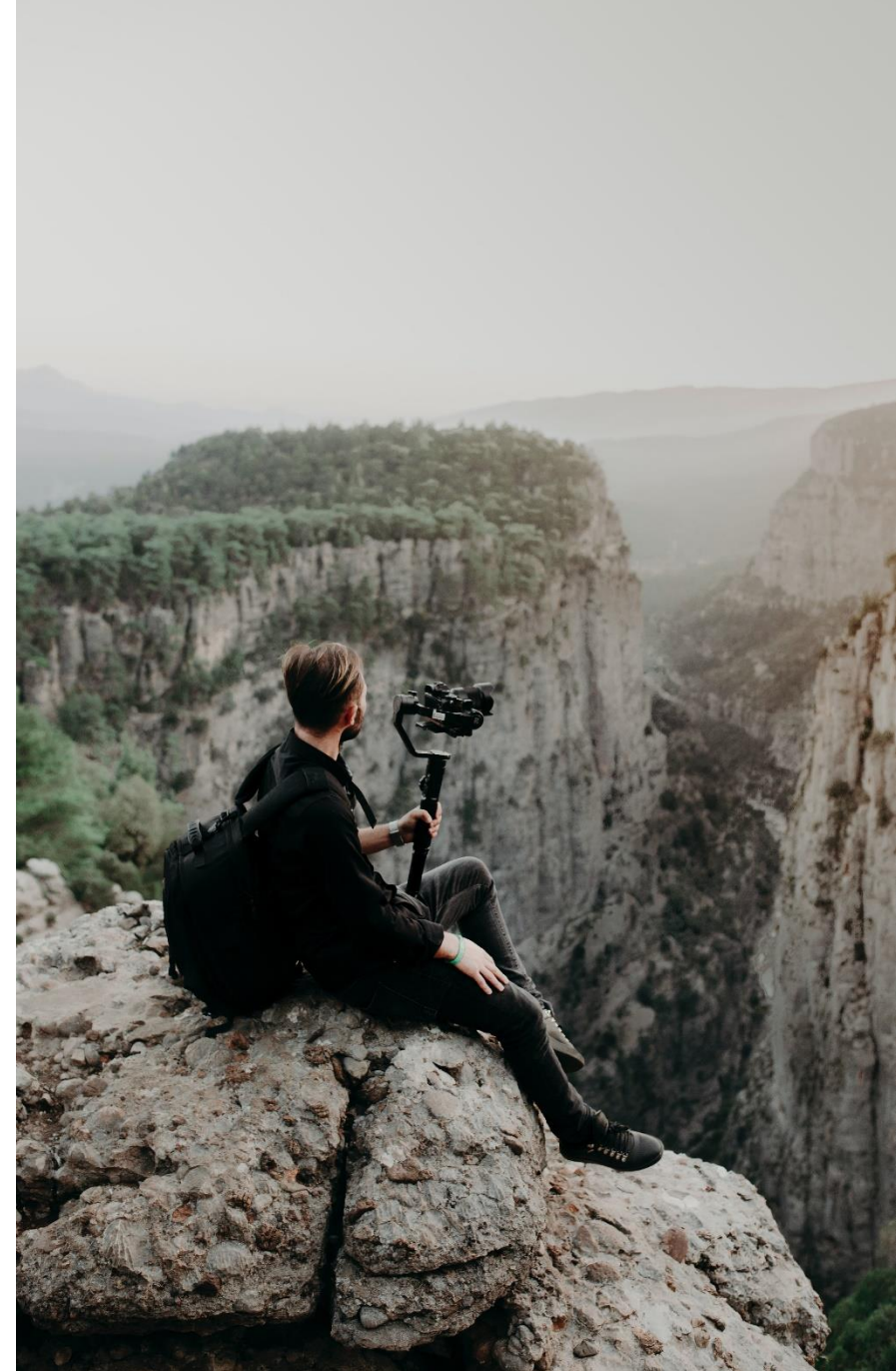
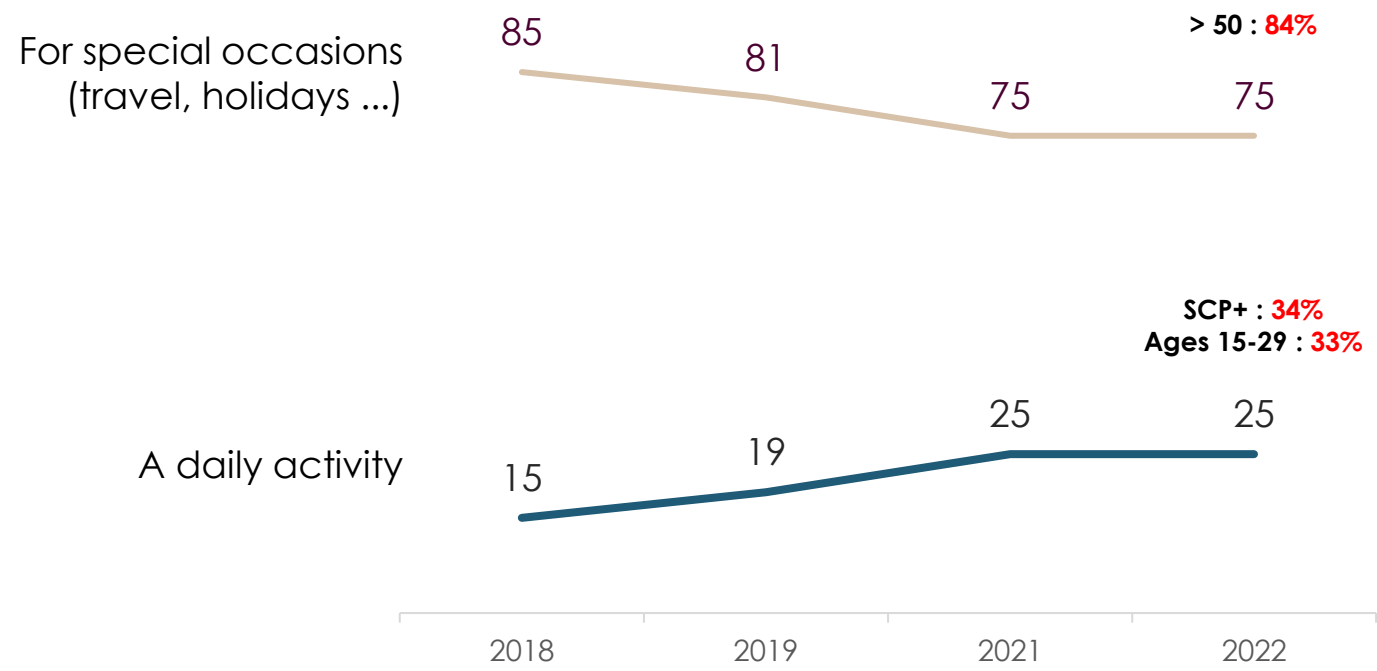




**VIDEO FORMATS HAVE PROGRESSED**

# A minority consider shooting video to be a daily activity

## For me video is ...



Base : Total who take photos  
1 507 people

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



A collection of vintage cameras and lenses is displayed on a light-colored surface. The cameras are of various models, including several Zeiss Ikon FED 35mm rangefinders. Some have handwritten markings like 'Зоркий 3С' and 'ФЕД 3'. A large, dark leather camera bag is visible in the background. The entire scene is overlaid with a semi-transparent blue rectangle containing white text.

03

THE EQUIPMENT MARKET IS SOFT BUT PURCHASES OF USED EQUIPMENT WERE UP



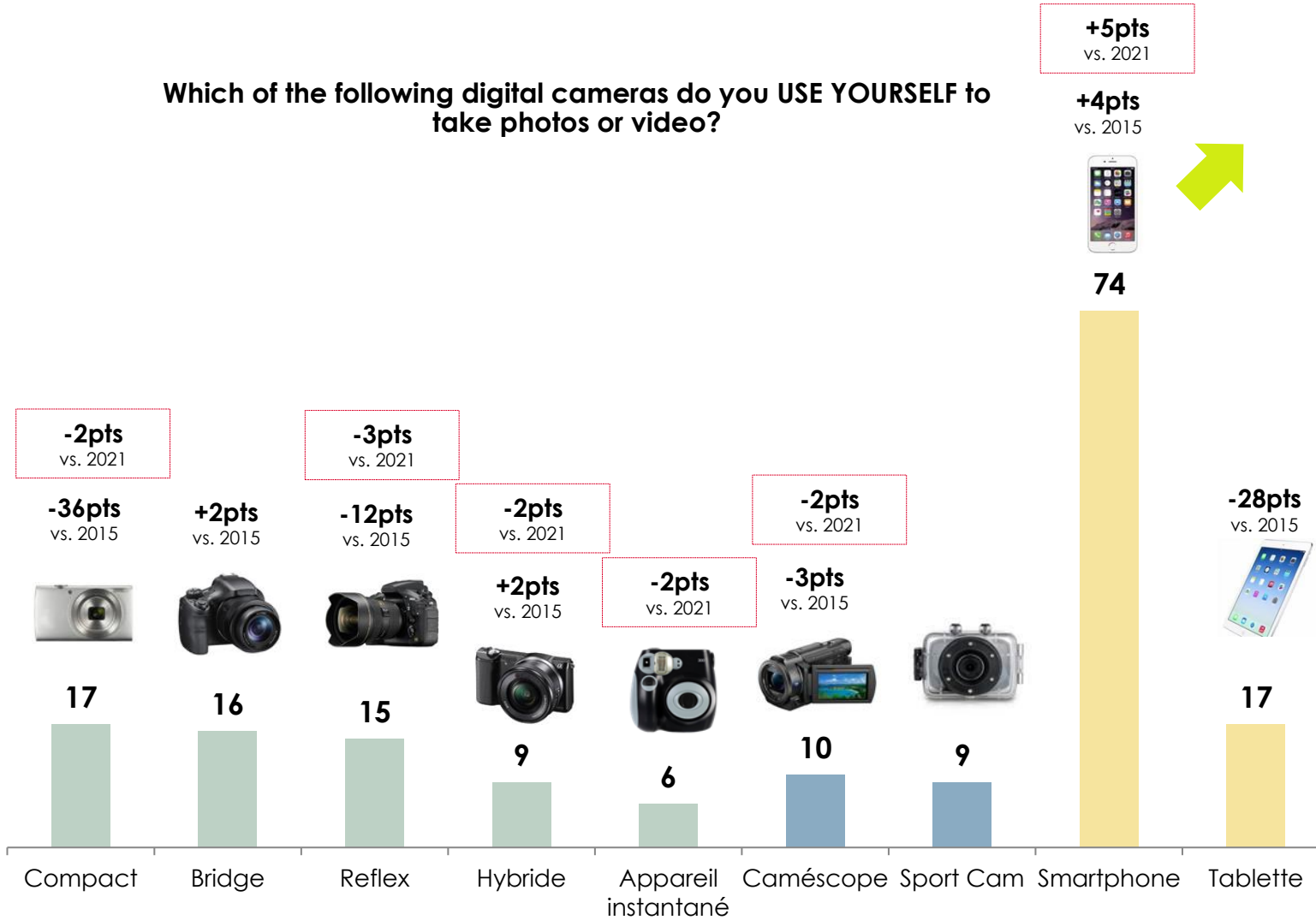


SMARTPHONES & FILM-BASED CAMERAS:  
Iconic devices



# Only the use of smartphones and film-based cameras increased in 2022

Which of the following digital cameras do you USE YOURSELF to take photos or video?



28%

-3pts vs. 2019  
PAS (point and shoot)



20%

+3pts vs. 2019  
Film-based

Base : Total who take photos  
1 507 people



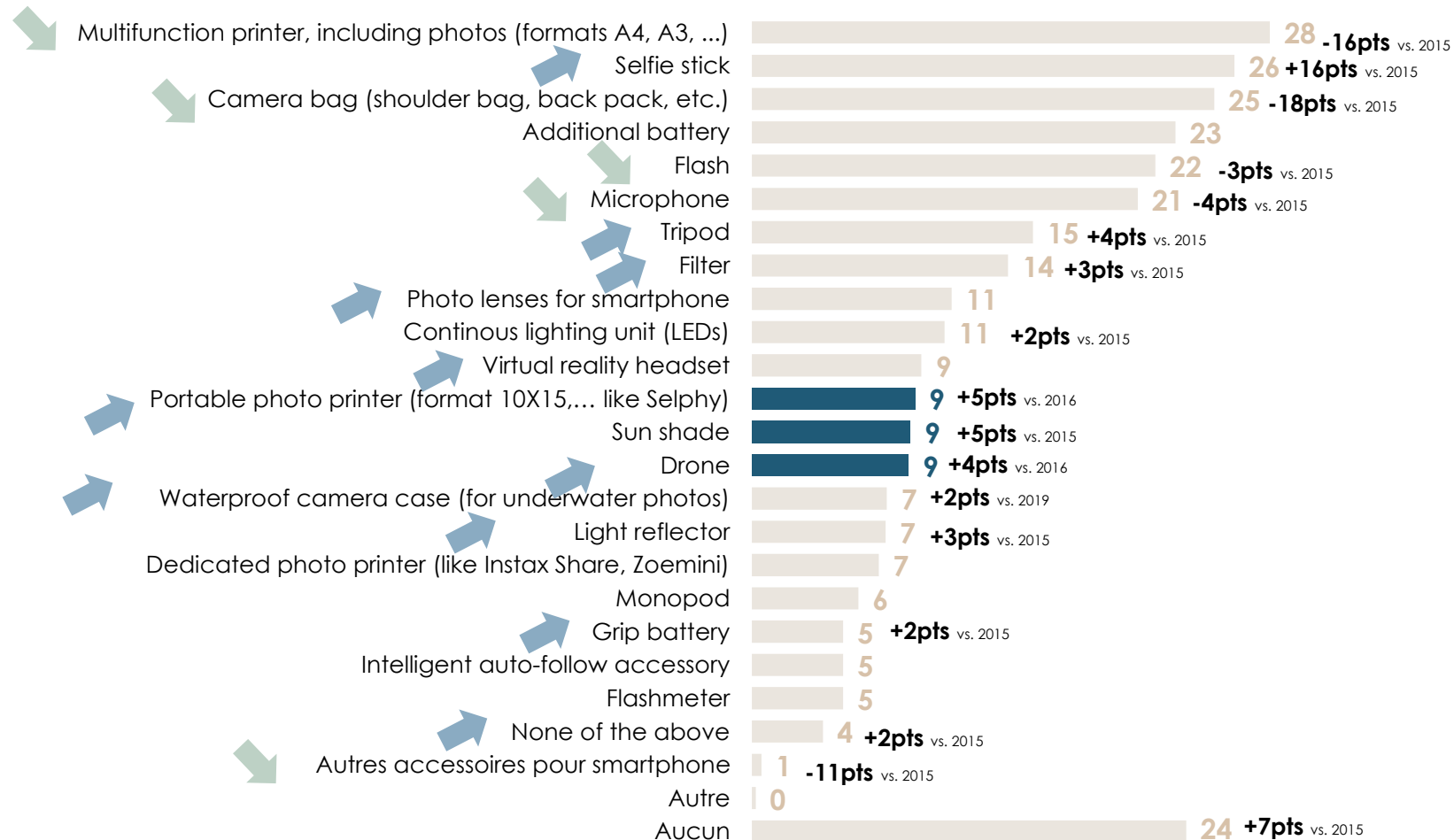


OVER THE LONG TERM, PEOPLE WHO TAKE PHOTOS continue to equip themselves with accessories

# Accessories with a link to virtual reality and portable printers have progressed steadily

Which of the following cameras and devices do you OWN PERSONALLY ?

## Evolution vs. 2015







**PURCHASE INTENT** held steady

# Reflex and Hybrid models attracted more potential buyers this year

Which of the following cameras do you INTEND TO BUY IN THE NEXT 6 MONTHS?

AT LEAST 1 CAMERA	51% (+4pts vs. 2019)	vs. 2021	vs. 2015
SMARTPHONE	17%	-2pts	=
REFLEX	13%	+2pts	=
HYBRID	11%	+2pts	+6pts
COMPACT	9%	-3pts	+2pts
BRIDGE	9%	=	+6pts
INSTANT	8%	=	+5pts
TABLET	7%	=	=
SPORT CAM, LIKE A GOPRO	7%	=	+2pts
VIDEO CAMERA	5%	=	+2pts
CHILDREN'S CAMERA	4%	=	+2pts
FILM-BASED CAMERA	2%	=	-







# Waterproof case, selfie stick and virtual helmet are more popular in 2022

Which of the following accessories do you INTEND TO BUY IN THE NEXT 6 MONTHS?

## AT LEAST 1 ACCESSORY

- Selfie stick
- Tripod
- Additional battery
- Microphone
- Flash
- Portable photo printer (format 0X15, ...) (like Selphy)
- Camera bag (shoulder bag, back pack, etc.)
- Filter
- Waterproof camera case (for underwater photos)
- Dedicated photo printer (like Instax Share, Zoemini)
- Intelligent auto-follow accessory
- Light reflector
- Stabilizer (ex : Gimbal)\*
- Continuous light unit (LEDs)
- Sun shade
- Virtual reality headset
- Smartphone photo lenses
- Multifunction printer, including photos (formats A4, A3,...)
- Drone
- Other smartphone accessories
- Monopod
- Grip battery
- Flashmeter

	41% (= vs. 2021)	vs. 2021	vs. 2015
	9%	+3pts	+5pts
	8%	=	+4pts
	7%	=	+2pts
	7%	=	+5pts
	7%	=	+5pts
	6%	=	+4pts
	6%	=	+2pts
	6%	=	+3pts
	6%	+3pts	+3pts
	5%	=	-
	5%	=	-
	5%	=	+4pts
	5%	-	-
	5%	=	+3pts
	5%	=	+3pts
	5%	+2pts	-
	4%	=	-
	4%	=	=
	4%	=	-
	4%	=	-
	3%	=	+2pts
	3%	=	+2pts
	3%	=	+2pts

\* New item in 2022

Base : Total who take photos  
1 507 people

# Purchase intent for lenses was unchanged

Which of the following accessories do you INTEND TO BUY IN THE NEXT 6 MONTHS?

AT LEAST 1 LENS	30% (= vs. 2019)	vs. 2021	vs. 2015
Telephoto lens (Ex : 70-200mm)	9%	=	+4pts
Smartphone lens	8%	=	+5pts
Wide angle zoom (ex : 14-24mm)	6%	=	=
Standard/transtandard zoom (ex : 24-70mm)	6%	=	+3pts
Fixed focal length lens (ex : 20mm, 50mm, 800mm)	7%	=	+4pts
Fixed focal length macro	5%	=	+4pts
Fisheye (ex : 10.5mm)	2%	=	=
None of the above	42%	=	-4pts



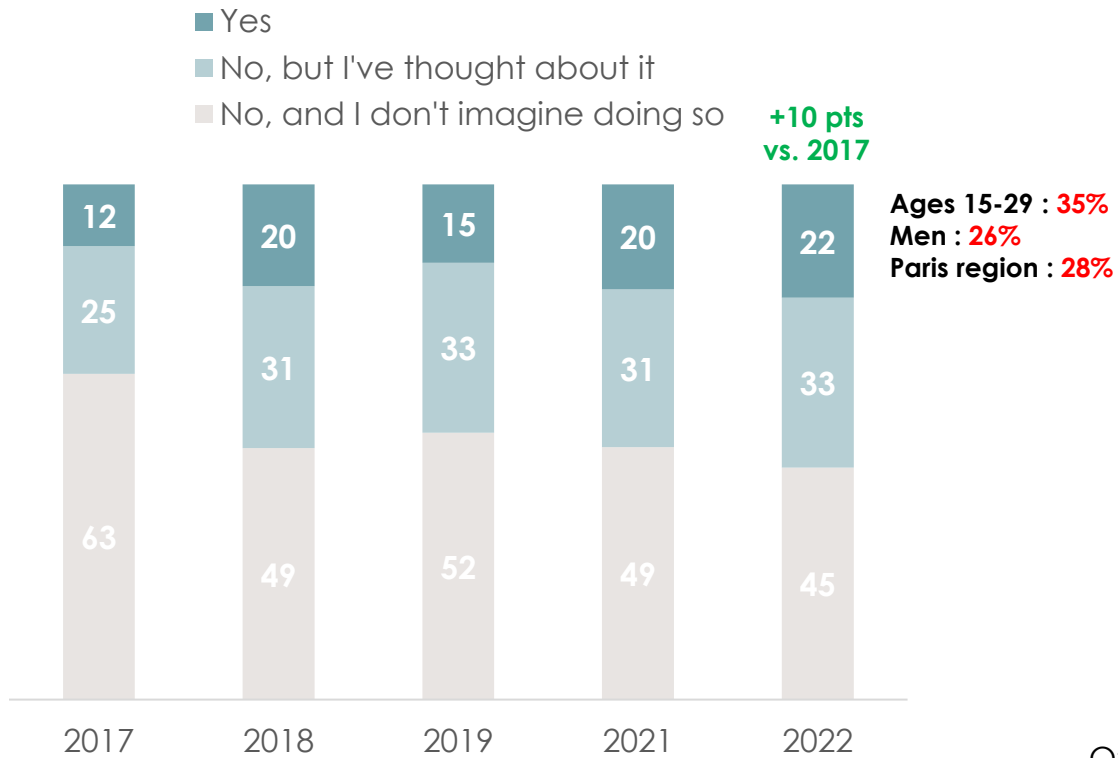




**SECOND-HAND PURCHASES**  
have become more widespread

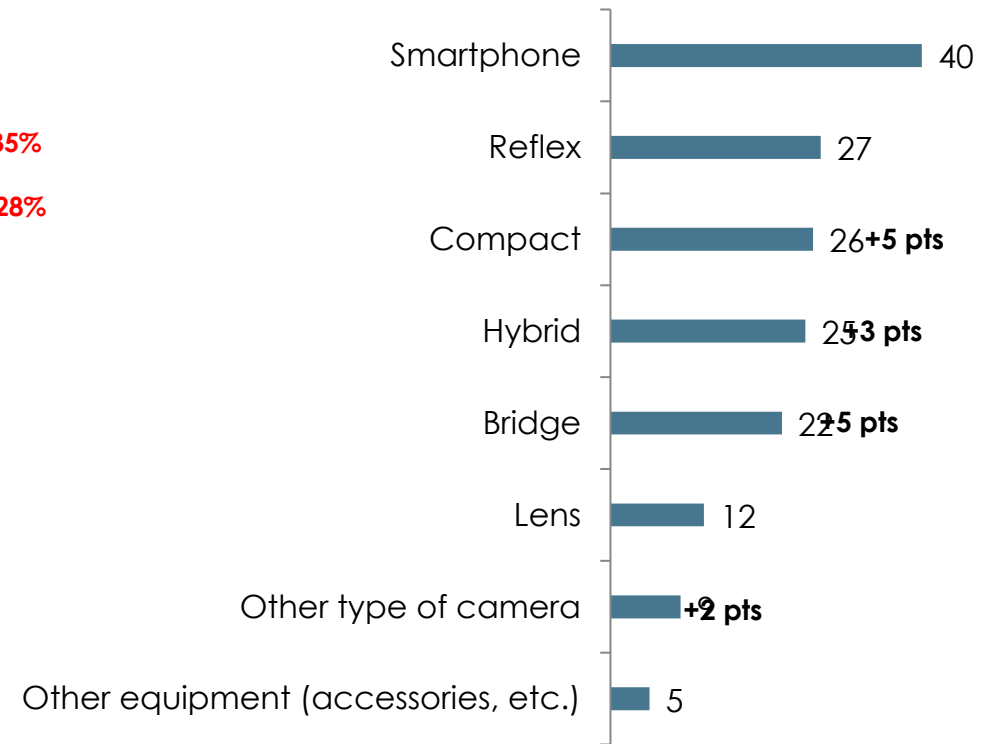
# Purchasing second hand cameras and equipment has developed over a period of a few years

Have you already purchased a CAMERA SECOND HAND?



Base : Total who take photos  
1507 people

Types of CAMERAS AND EQUIPMENT purchased second hand:  
Change vs. 2021



Base : Have already purchased second hand  
328 people

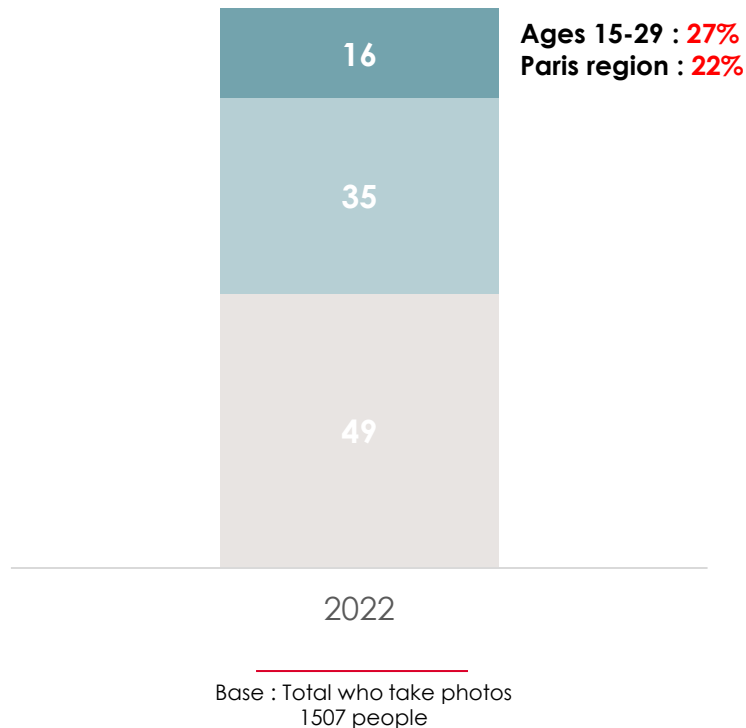




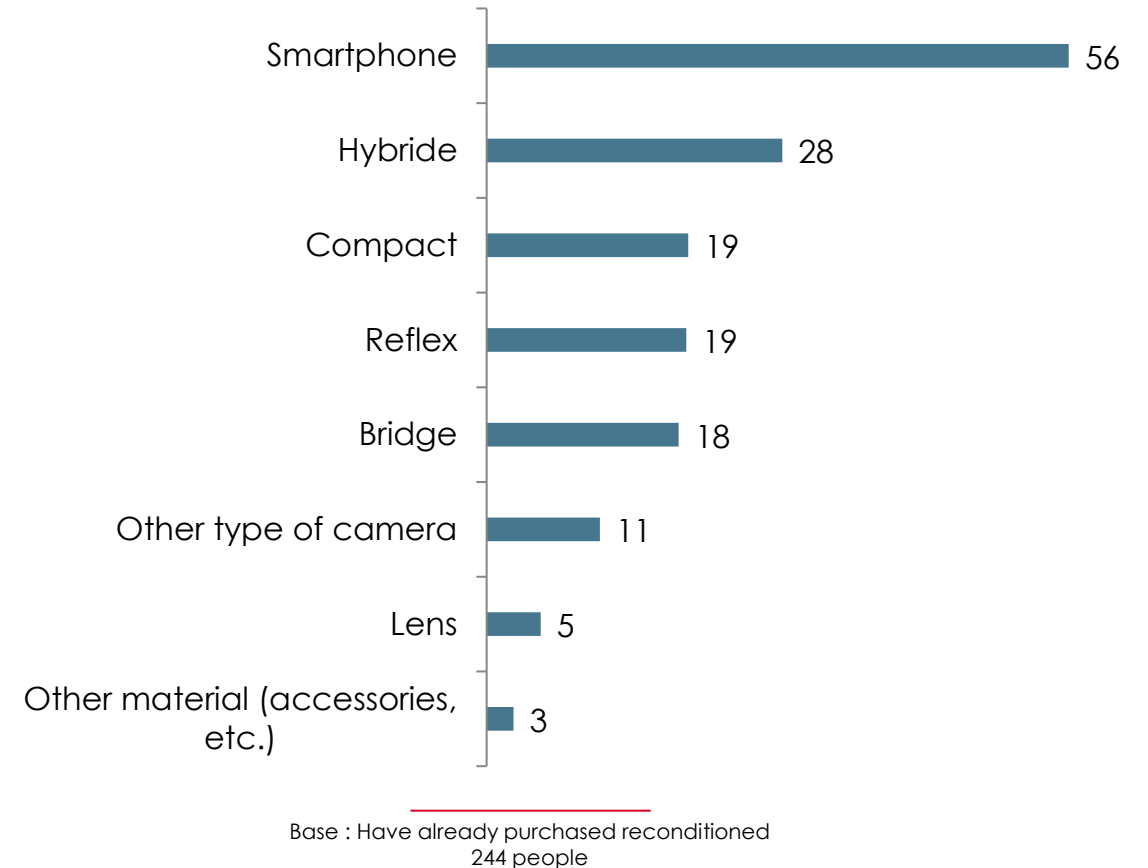
Even smaller than the group of second hand buyers, the group who are interested in reconditioned equipment is still significant

Have you already purchased RECONDITIONED CAMERA EQUIPMENT? \*

- Yes
- No, but I've thought about it
- No, and I don't imagine doing so



TYPES OF EQUIPMENT already purchased reconditioned\* :



\* New questions in 2022

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

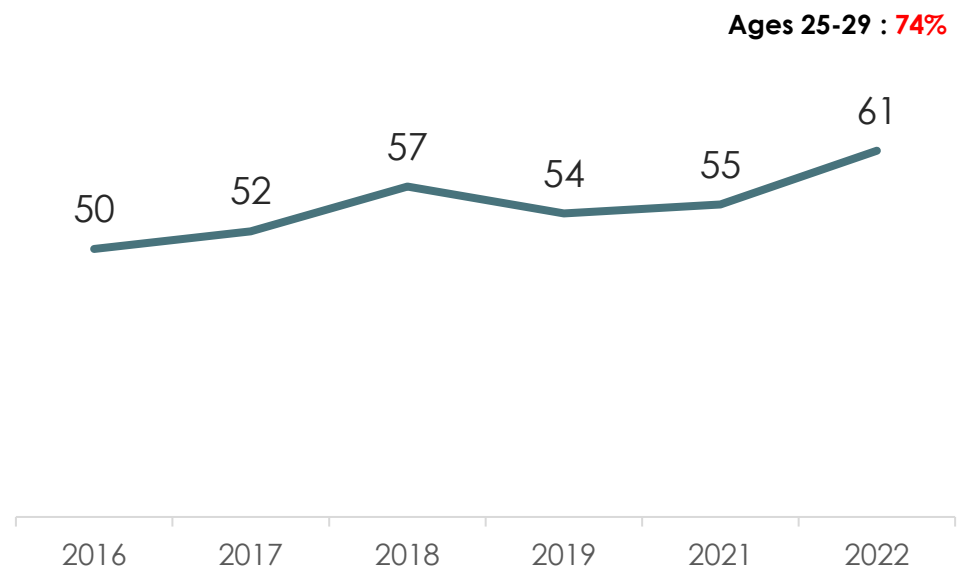


**ATTRACTION TO THE ESTHETICS OF VINTAGE PHOTOS**  
continues to grow year after year



Vintage cameras have never been so trendy, especially among young people

I adore cameras with a retro/vintage look



Base : Total who take photos  
1 507 people

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





A family consisting of a man, a woman, and a young girl are in a hardware store. The man, wearing a blue plaid shirt and glasses, is kneeling and holding a camera. The woman, wearing a light blue shirt, is standing behind him, looking at the camera. The young girl, wearing a yellow sweater and glasses, is also looking at the camera. The background shows shelves with various tools and equipment, including a bicycle. The scene is lit with warm, indoor lighting.

04

THERE HAS BEEN RENEWED INTEREST IN PERSON-TO-PERSON CONTACT DURING THE PURCHASE JOURNEY



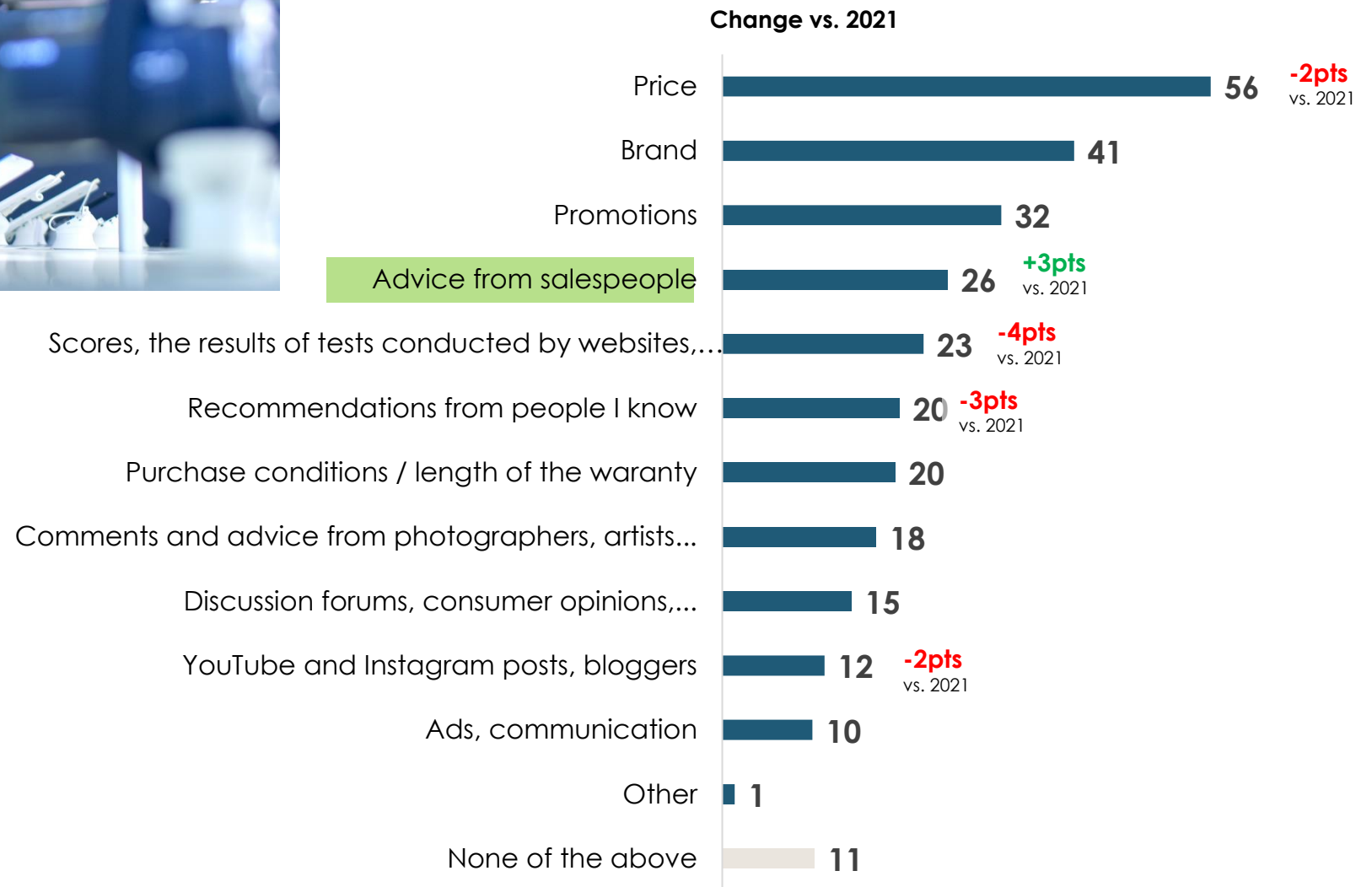


**SALESPEOPLE** have regained their influence



But after successive confinement periods, advice from salespeople has renewed importance

**What MOST INFLUENCES YOUR CHOICE of photo equipment?**



Base : Total who take photos  
1 507 people





## **PHYSICAL SALES OUTLETS**

Have also regained consumer favor

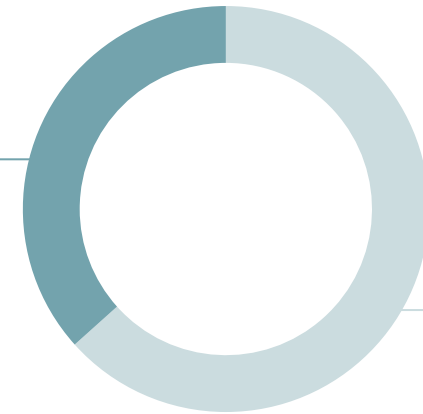
To discover what's new, people prefer face-to-face, tangible encounters



To discover new photo and video equipment, do you prefer taking part in a event that is ... \*

36%

VIRTUAL, ONLINE



64%

REAL, TANGIBLE



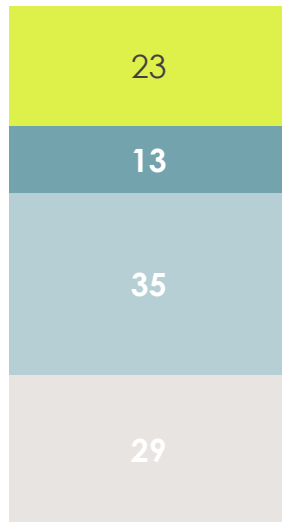
# But online events clearly show potential

Have you already taken part in an online event to discover new photo or video products and equipment? \*

- Yes, and I'd like to do it again
- Yes, but I won't do it again
- No, but I'm interested
- No, and I'm not interested

36% HAVE ALREADY TAKEN PART

SCP+: **55%**  
 Ages 15-29 : **48%**  
 Men : **43%**  
 Paris region : **44%**



58% ARE INTERESTED IN DOING SO IN THE FUTURE

SCP+: **69%**

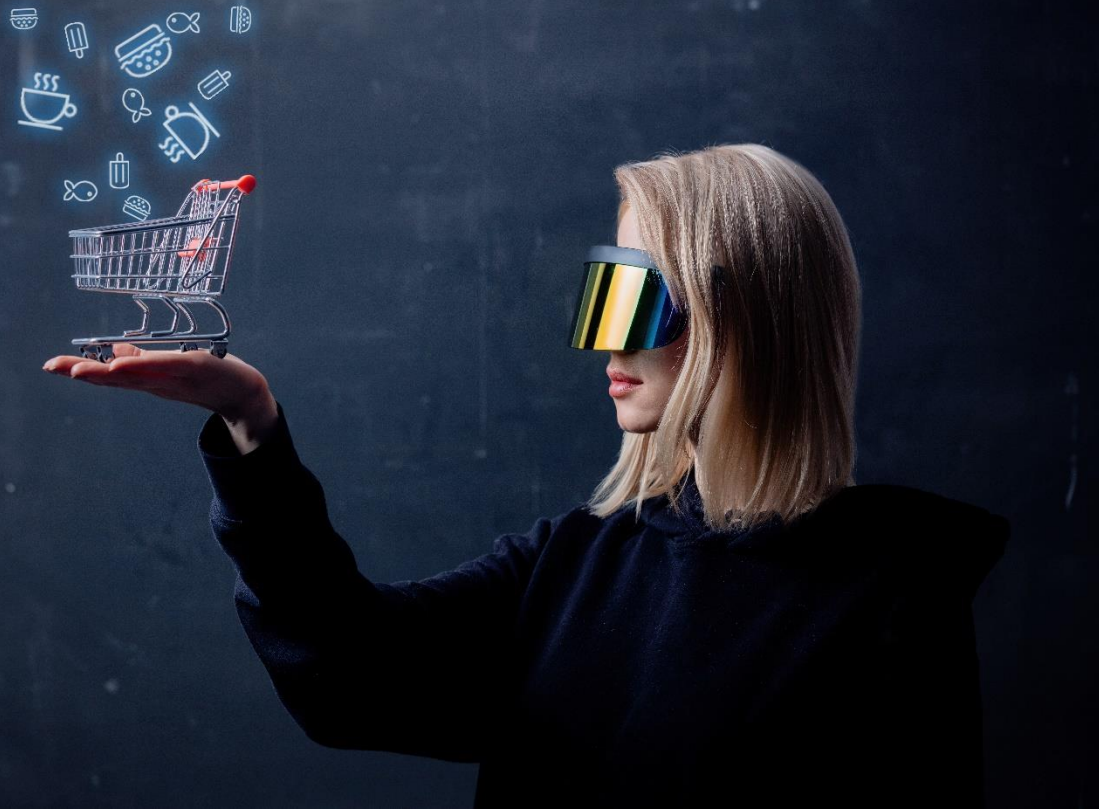
2022



Base : Total who take photos  
 1 507 people

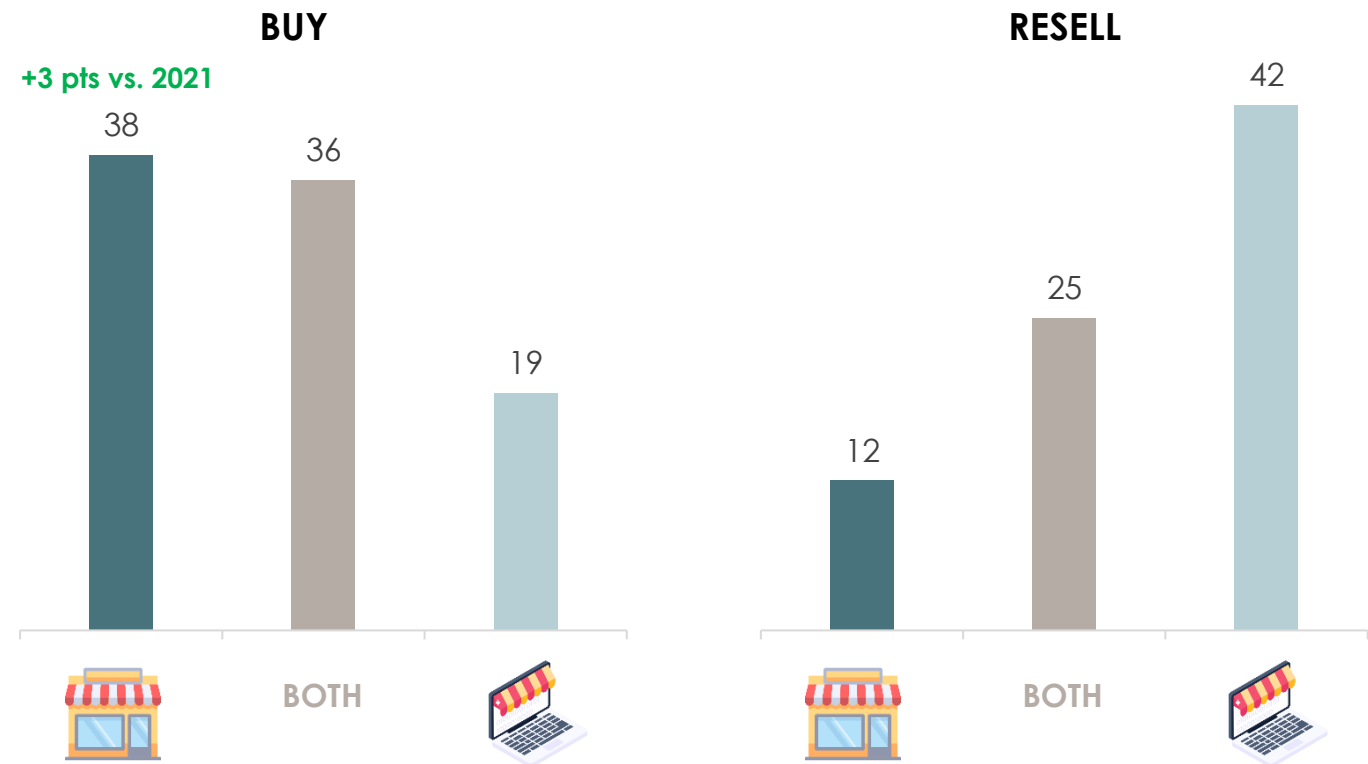
\* New questions in 2022

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



Physical stores have also gained ground **for purchases**  
 Internet is still the indisputable favorite **for reselling**

Here is a list of things people do when buying photo and video equipment. For each one, do you prefer doing it in a store 🏪 or on the INTERNET 📱 ?

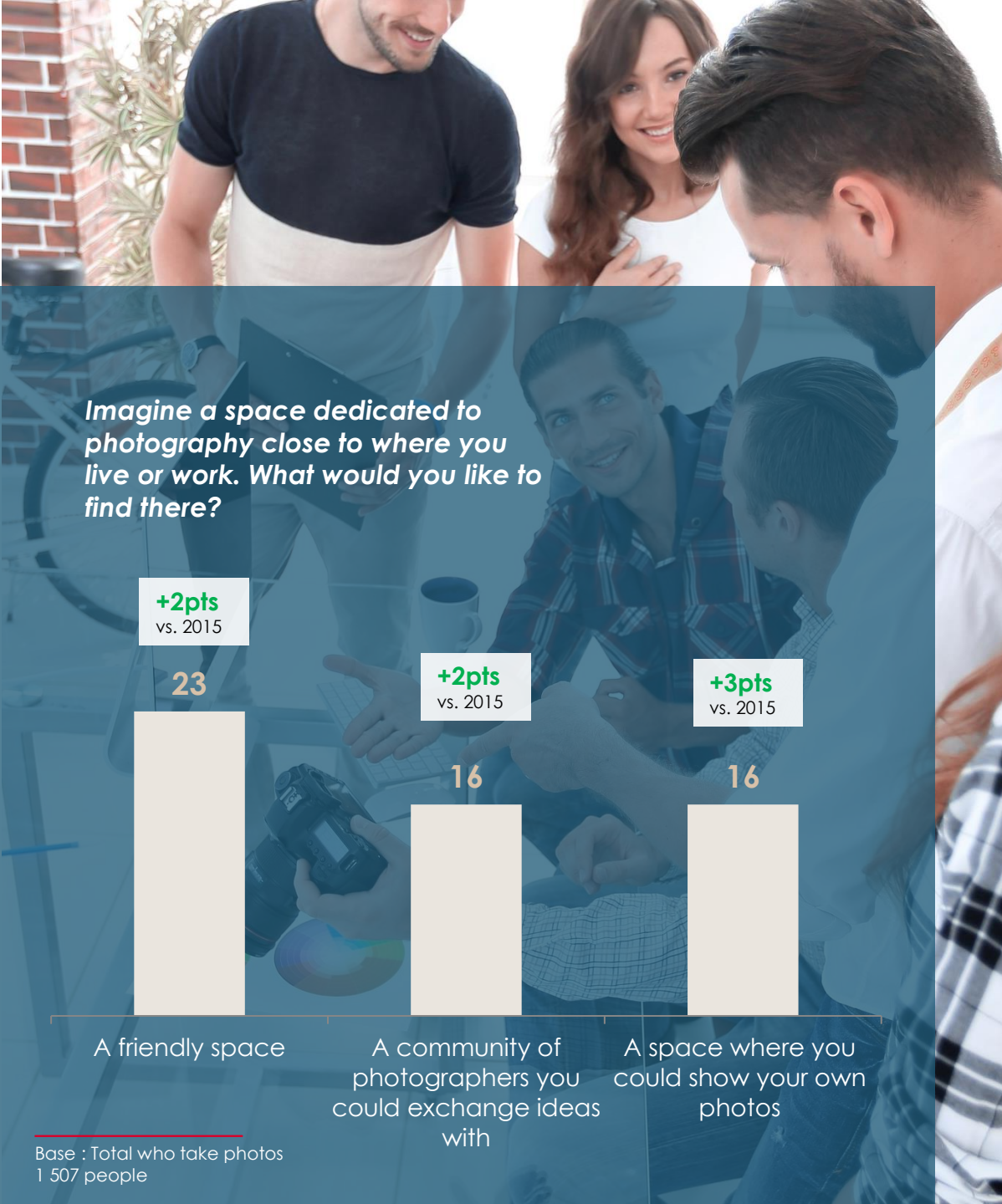


Base : Total who take photos  
 1 507 people

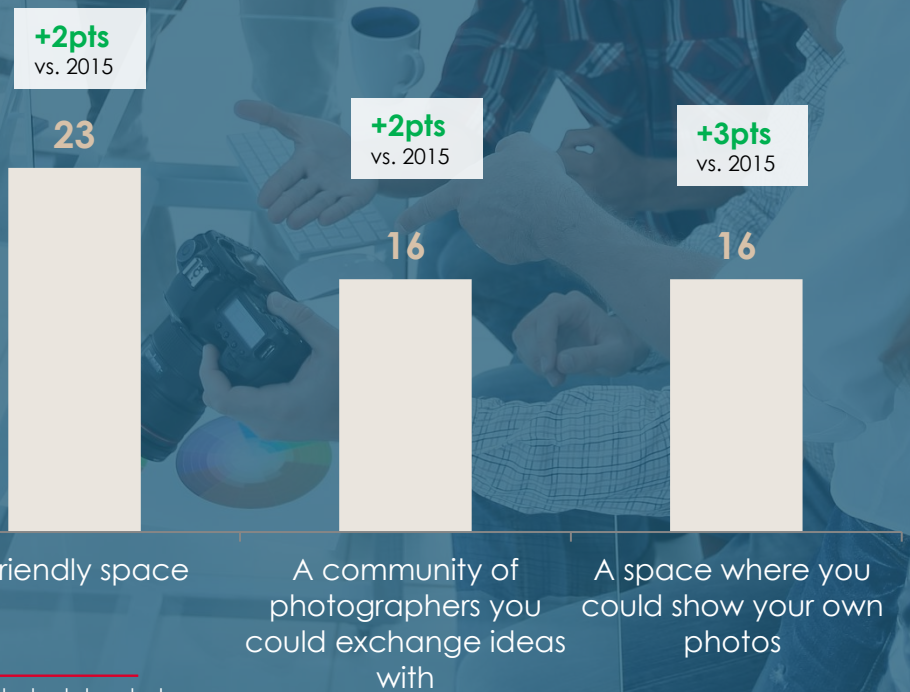




**WHAT CLOSE-BY SPACE WOULD BE IDEAL FOR PHOTOGRAPHY?**  
Friendliness is increasingly important



Imagine a space dedicated to photography close to where you live or work. What would you like to find there?



Base : Total who take photos  
1 507 people

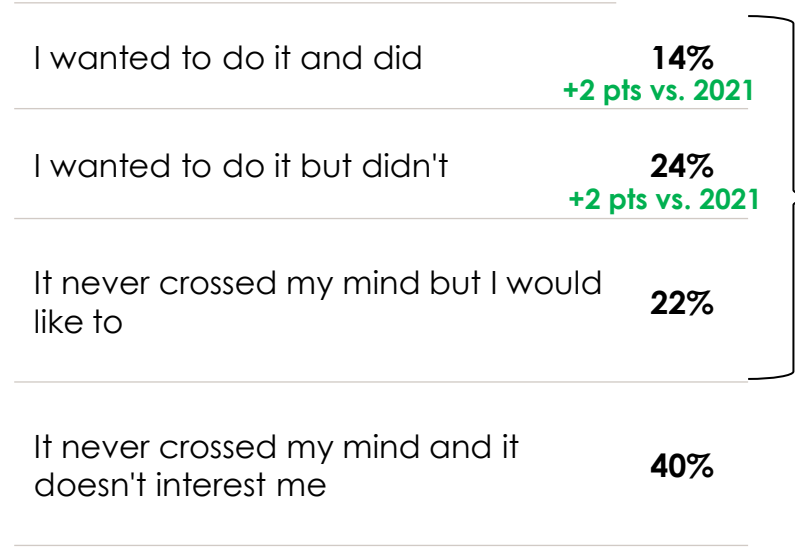
# What would be the ideal space for photography?

## TRENDS ON THE RISE

### A space to meet and share ideas

Sometimes we WANT to do things that we don't always get around to doing. For each of the following activities, did you want to do them DURING THE LAST MONTH and did you actually do them?

#### Meet other people who are passionate about photography



**+4 pts vs. 2021**

# 60%

Are interested

Men : **68%**  
Ages 15-29 : **72%**  
SCP+ : **60%**  
Paris region : **72%**

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





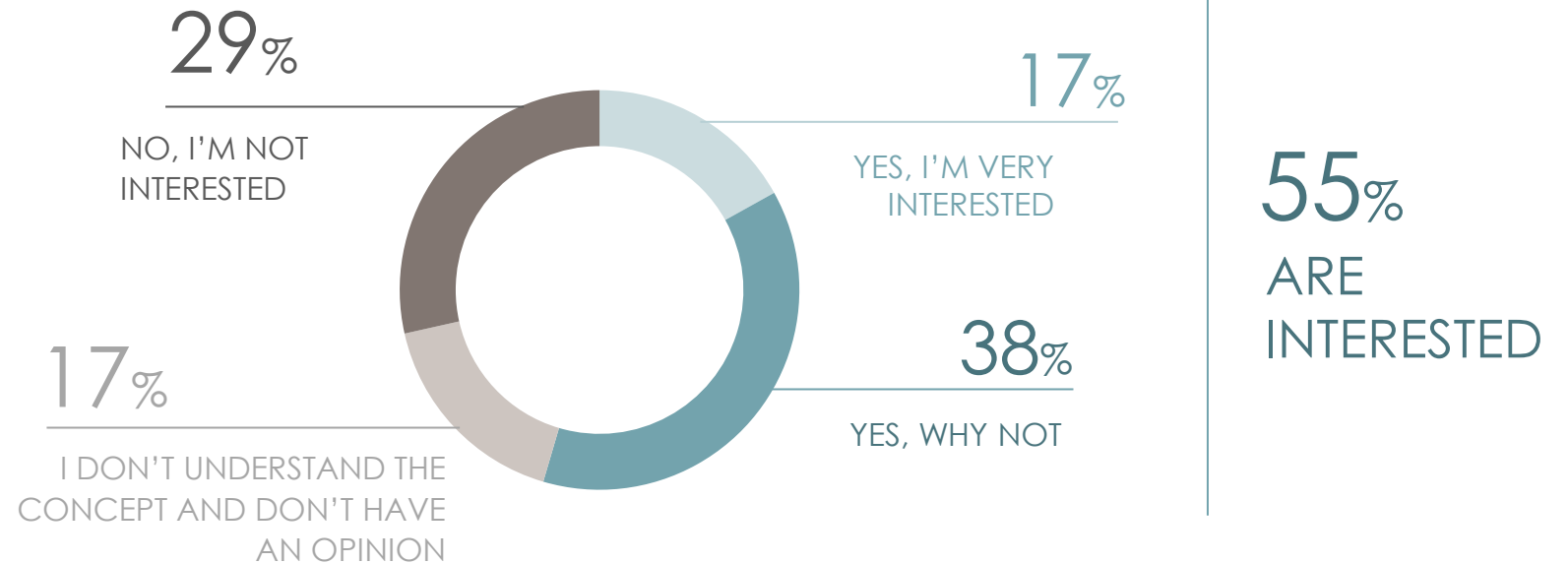
**PEOPLE WHO TAKE PHOTOS**  
are open to the possibilities of the megavers



# Half of the French who take photos are attracted to virtual spaces dedicated to photography

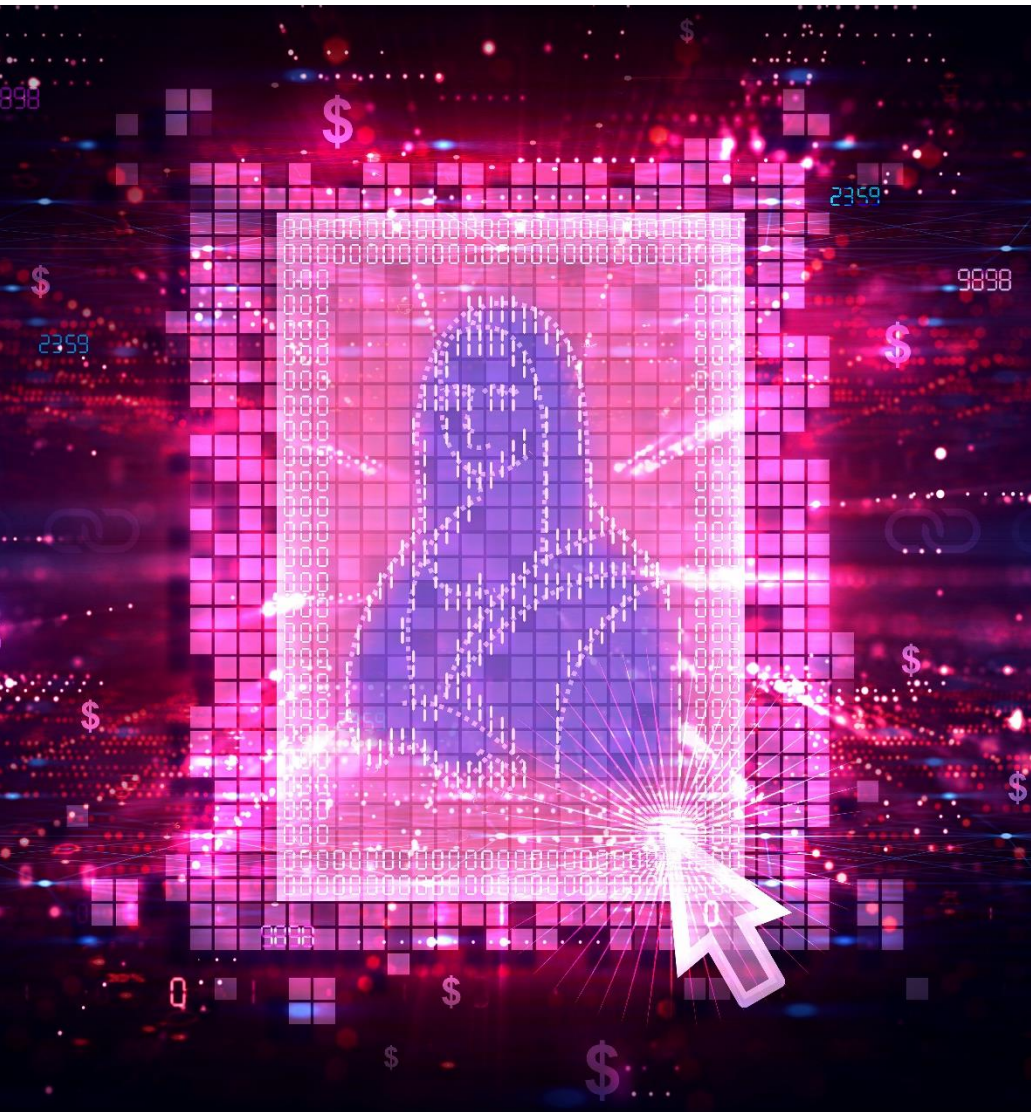
## Would you be interested in a virtual world dedicated to photography? \*

This would consist of virtual worlds capable of hosting a community of users in the form of avatars able to navigate and interact within these spaces.





# There is a growing digital art market



Sometimes we WANT to do things that we don't always get around to doing. For each of the following activities, did you want to do them DURING THE LAST MONTH and did you actually do them?

## Buy digital art (photos, drawings, animated video ...)

I wanted to do it and did	11% <b>+2 pts vs. 2021</b>
I wanted to do it but didn't	19%
It never crossed my mind but I would like to	21%
It never crossed my mind and it doesn't interest me	49%

# 51%

Are interested

SCP+: **68%**  
Ages 15-29 : **67%**  
Paris region : **62%**  
Men : **57%**





05

Virtual and printed images have never been as highly valued as they are now



# People's trust in the cloud has increased year by year

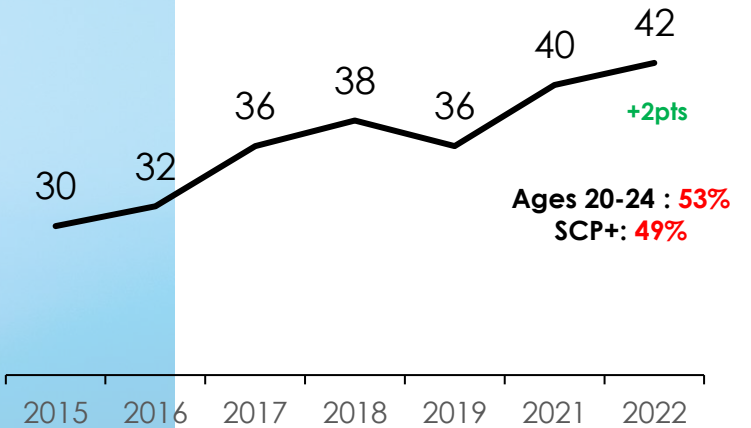
I trust the cloud (private online storage space) to keep my personal data and photos confidential

**61%**  
+4pts  
vs. 2021

Ages 20-24 : **70%**  
SCP+ : **68%**

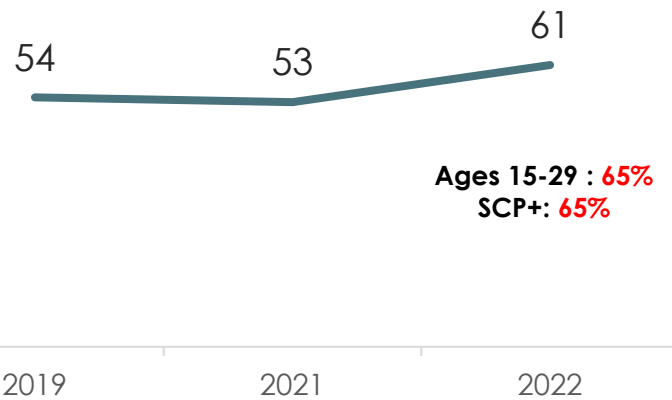
In the future all of our photos will be stored on the cloud (private online storage space)

% DESIRABLE



At the same time,  
more and more people are  
decorating their homes with photos

**I love putting my photos on display  
to personalize my home**  
(Wall mounted, hanging, etc.)



Base : Total who take photos  
1 507 people



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

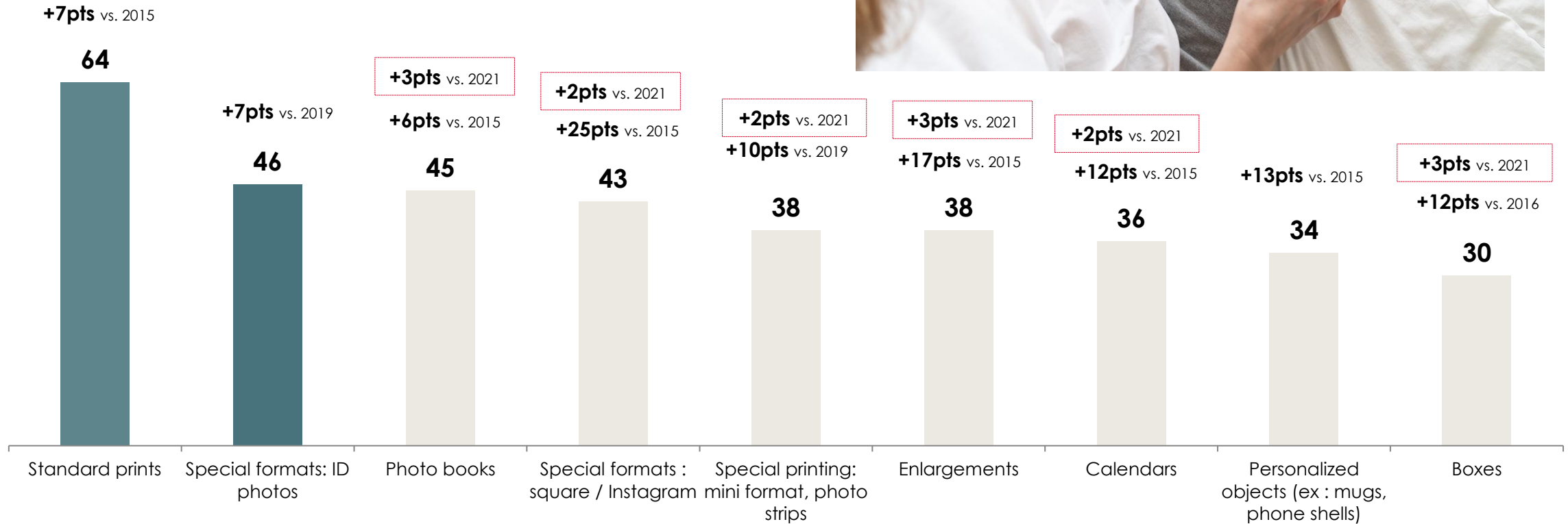


In this context, with prints on the rise, people are attracted by numerous formats

**IN THE PAST 12 MONTHS, how often have you done the following TYPES OF PHOTO PRINTING?**

% AT LEAST ONCE IN THE PAST 12 MONTHS

Base : everyone who takes photos



Base : Total who take photos  
1 507 people



CONCLUSIONS





After the Covid health crisis, photography maintained its wide appeal



- In 2022, with the health crisis apparently behind us, people's photography habits have held up. **At least as many people as before are still passionate about photography.**
- People who take photos are still doing so with the material they bought during confinement. People have a strong desire to learn more and improve their photography proficiency.
- The end of confinement has renewed interest in **real, physical spaces** (photo exhibits, *Salon de la Photo*, stores)

The market has stabilized, and photographic practices continue to shift toward what has become an everyday practice to create or maintain links with others

- The transformation of people's relation to images begun several years ago continues: photography is becoming less and less a way to immortalize 'key' life moments. It is becoming **a daily pastime and a way to connect with other people, both in private and professional life**. It's become a new language of personal images that circulate openly.
- 2022 confirms the **maturity** of the photography market with equipment ownership remaining stable over the past several years for most cameras. **Smartphone use is up** again and is the undisputed favorite for taking photos. At the same time there is growing interest in **vintage cameras**: the image of **film-based** cameras continues to improve.
- More limited financial resources, stronger ecological awareness by individuals and the growing appeal of vintage equipment are just some of the reasons that explain the **increase in second hand purchases** and the **emergence of the reconditioned camera and phone markets**.





While virtual and immersion universes continue to progress, people who take photos put renewed importance on concrete experiences and the world we can touch



- **The sphere of digital innovation has found an audience:** virtual images receive an increasingly positive reception, confidence in the cloud continues to grow, there is increased interest in digital art, and people who take photos appear open to virtual spaces dedicated to photography. This year has also shown an increase in the purchase of immersion technologies like drones and virtual headsets.
- **At the same time, people who take photos have two non-virtual tendencies:** there is growing demand for nearly all photo print formats and renewed interest in physical contact, as the rebound in salesperson advice attests.
- **2022 confirms the phygitalisation of the purchase journey** with people starting to return to physical store while also showing interest in virtual stores, events and online education.
- **Whether they are virtual or real, spaces to discover and buy** photographic material find favor with the public as places that are **convivial, places to exchange ideas** between sellers and buyers, teachers and students, seasoned photographers and newcomers, etc.