

200 YEARS OF PHOTOGRAPHY

Still shots, cameras, paper:
the fundamentals of
photography are resisting
technological revolutions

Annual study of photography
usage & attitude trends in France

11th edition

Study conducted for the Paris
Photography & Videography Fair and
the French Alliance of Digital
Industries (AFNUM)

SALON
PHOTO
VIDEO

AFNUM
Alliance Française des Industries Numériques



METHODOLOGY

Survey conducted among a sample of 1,000 people aged 15 to 65 who take photos.

- Quotas method including gender, age, region, town size, household size and respondent socio-economic category (SEC)
- Data collected via an online panel from 8 to 23 April 2026.

Survey conducted yearly since 2015.

This 2026 wave is the 11th edition of this barometer study.



The visuals included in this report originate from professional stock imagery websites (Adobe Stock, Unsplash, etc.). These platforms now offer a range of content, including real-world photography and artificial intelligence-generated images. We have prioritized the use of photographs as much as possible. Nevertheless, some illustrations created using artificial intelligence were selected for their relevance to the themes addressed in this report.

2026 MARKS THE BICENTENNIAL OF PHOTOGRAPHY

1826
2026
200 YEARS OF PHOTOGRAPHY

KEY TECHNOLOGICAL INNOVATIONS



WHAT IS THE PURPOSE OF PHOTOGRAPHY?

THE SOCIAL FUNCTIONS OF IMAGES



Over the past 200 years, photography has shifted from being a memory tool to a universal day-to-day language

SAME 'CLICK' OF THE CAMERA,
WITH USAGES UNDERGOING CONSTANT EVOLUTION

CONTENTS

01

PHOTOGRAPHY AND VIDEOGRAPHY USAGES & ATTITUDES IN 2026:

From immortalization of key moments
to permanent social images

02

FROM DAGUERREOTYPE TO HYBRID:

Dedicated cameras remain
at the heart of habits

03

PURCHASE PATHWAY IN 2026:

Blend of expertise, experimentation
and retro fascination

04

PRINTED PHOTOS:

Simply irreplaceable

05

ARTIFICIAL INTELLIGENCE:

After 200 years of photography,
AI is redefining what a “real image” is



01

PHOTOGRAPHY AND VIDEOGRAPHY USAGES & ATTITUDES IN 2026:

From immortalization of key moments
to permanent social images



**Photos and videos
are increasingly inherent
to daily routines**

**I take photos
on a daily basis**
(vs. on an occasional
basis)

60% 

+5 pts vs. 2025
+ 21 pts since 2015

**I record videos
on a daily basis**
(vs. on an occasional
basis)

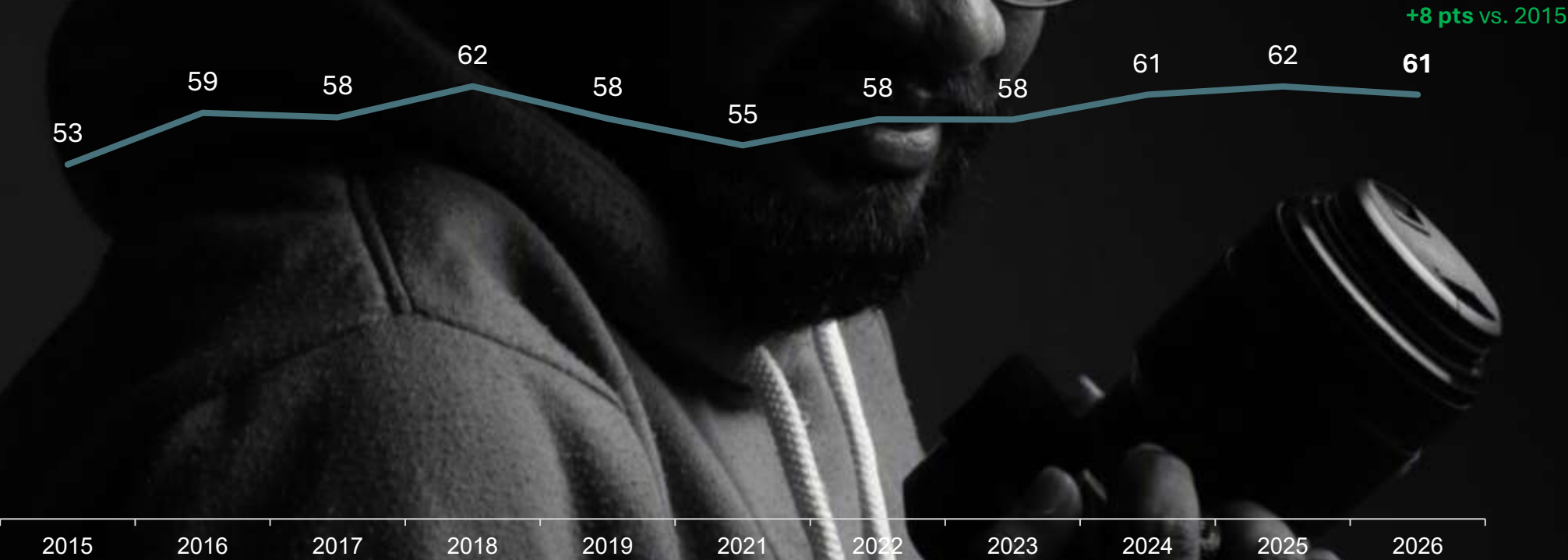
37% 

+5 pts vs. 2025
+ 22 pts since 2018

The number of photography “enthusiasts” has remained steadily high for several years

I am passionate about photography

% Total agree





Social media, the new beating heart
of image-related habits

Posting photos and videos to remain connected to others is becoming a majority trend

I share my photos to stay in touch and not get cut off from others

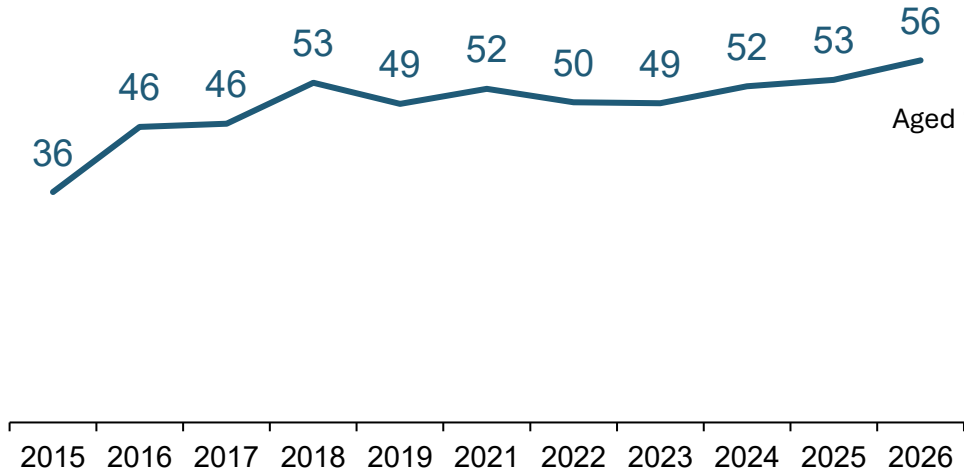


% Total agree

+3 pts vs. 2025

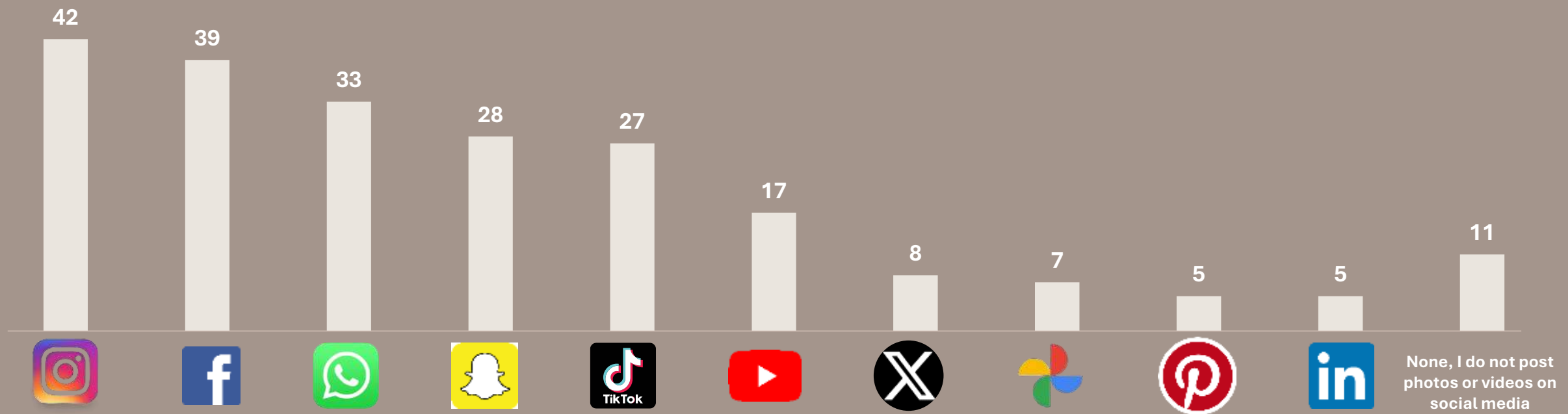
+20 pts vs. 2015

Aged 15-29: 65%



Instagram is the platform that French photo and video enthusiasts turn to in priority for their posts
→ 9 in 10 post photos and videos on social media

Among the social media you use, on which ones do you regularly post/send photos or videos? *



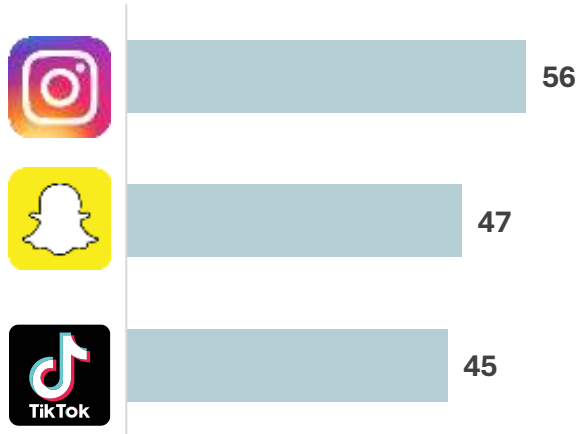
New question 2026

Three generations, three image-sharing cultures

Among the social media you use, on which ones do you regularly post/send photos or videos? (TOP 3)



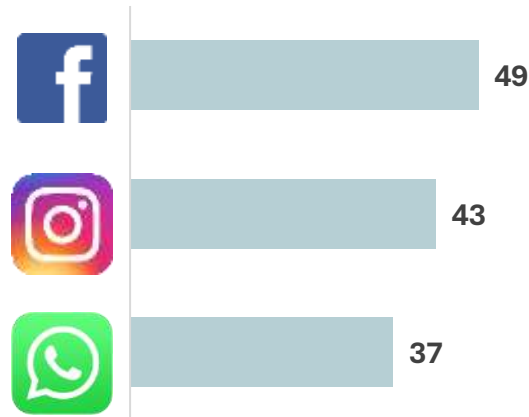
Aged 15-29 →
Vertical video generation



9% do not post on any social media platforms /
are not present on any social media



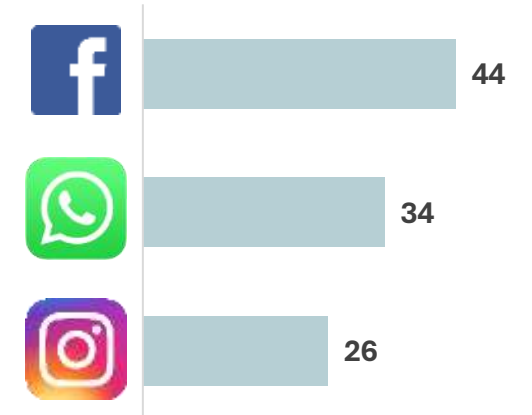
Aged 30-49 → Meta
generation



12% do not post on any social media platforms /
are not present on any social media



Aged 50-65 →
Family sharing generation



27% do not post on any social media platforms /
are not present on any social media

➔ **Regardless of age, a vast majority post photos or videos on social media**

More social media, more videos →

The majority of amateur photographers claim that social media encourage them to take videos

Social media encourage me to
take more videos *

% Total agree

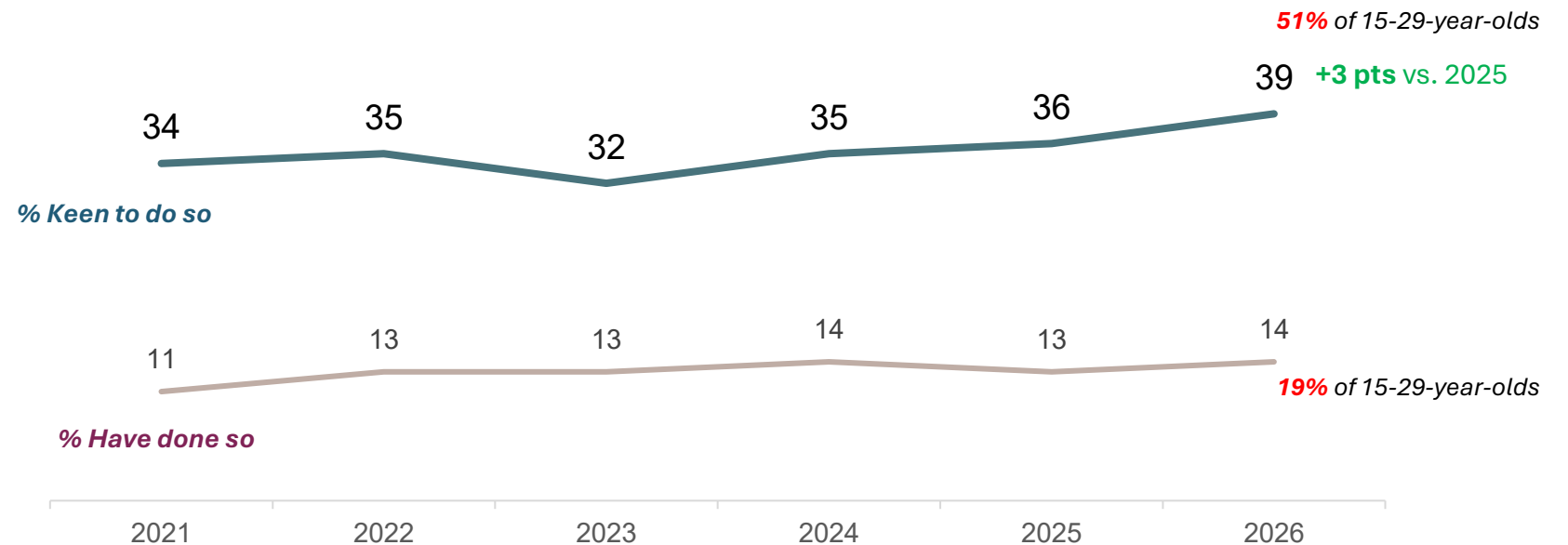
57%

Aged 15-29: 70%

Although live sharing remains in the margins for the time being, the desire to share such content is growing fast and concerns one in two young people



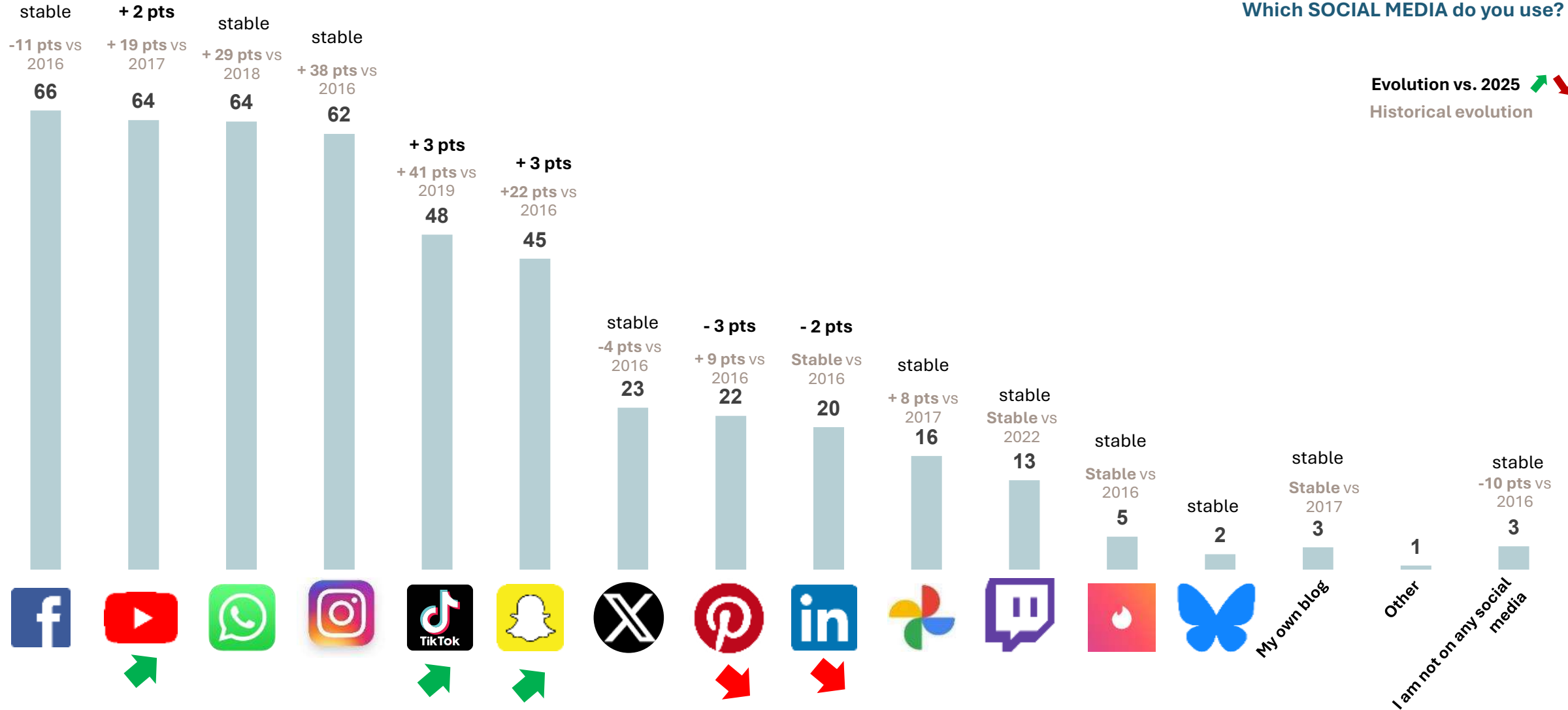
Live streaming of one's own content (e.g. video games, sports lessons...)



Social media platforms that place emphasis on video continue to gain popularity whereas Pinterest which focuses on still shots registers a downward trend

Which SOCIAL MEDIA do you use?

Evolution vs. 2025  
Historical evolution





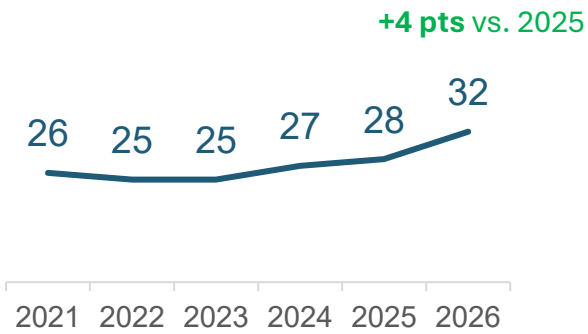
Video is becoming
a day-to-day language

Video is ever more commonplace in the daily lives of French people

➔ Almost one in three take videos every week



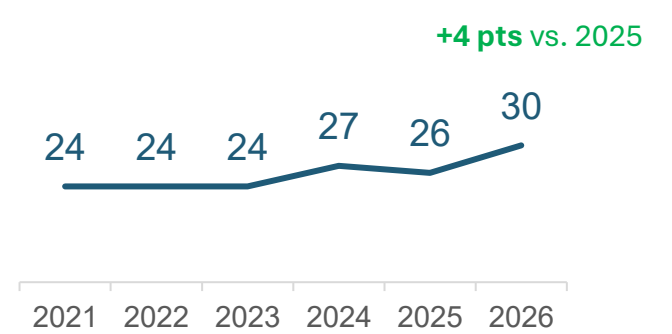
% TAKE VIDEOS AT LEAST
ONCE PER WEEK



% EDIT VIDEOS AT LEAST ONCE PER
WEEK

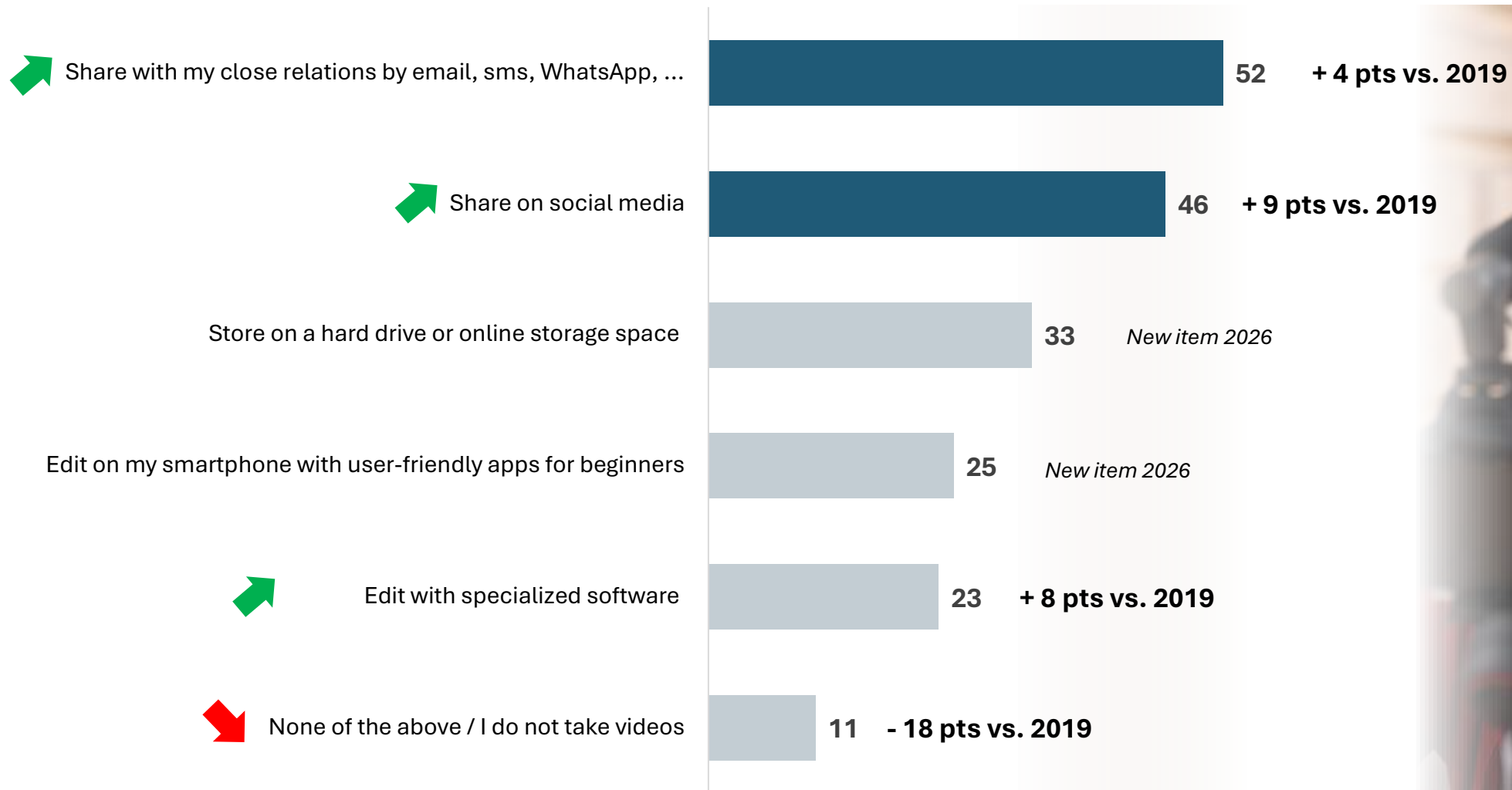


% POST VIDEOS ON VIDEO SHARING
PLATFORMS OR SOCIAL MEDIA AT LEAST
ONCE PER WEEK



Video is increasingly establishing itself as content to be shared

Do you do the following with your videos?



Photography and videography are gradually merging



I sometimes film a scene to
then be able to select the best
still image *

% Total agree

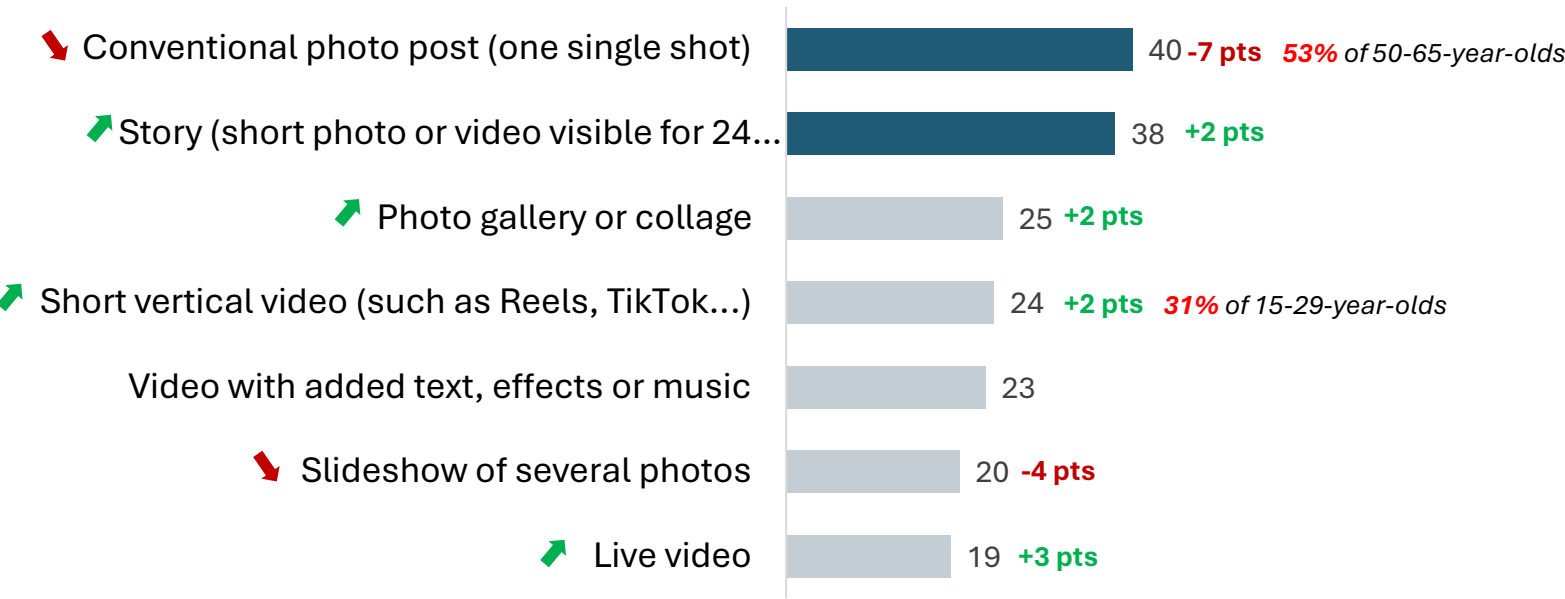
60%

Aged 15-29: **71%**

Narration within video is on the rise

What type of content do you post on social media?

Evolution vs. 2025*



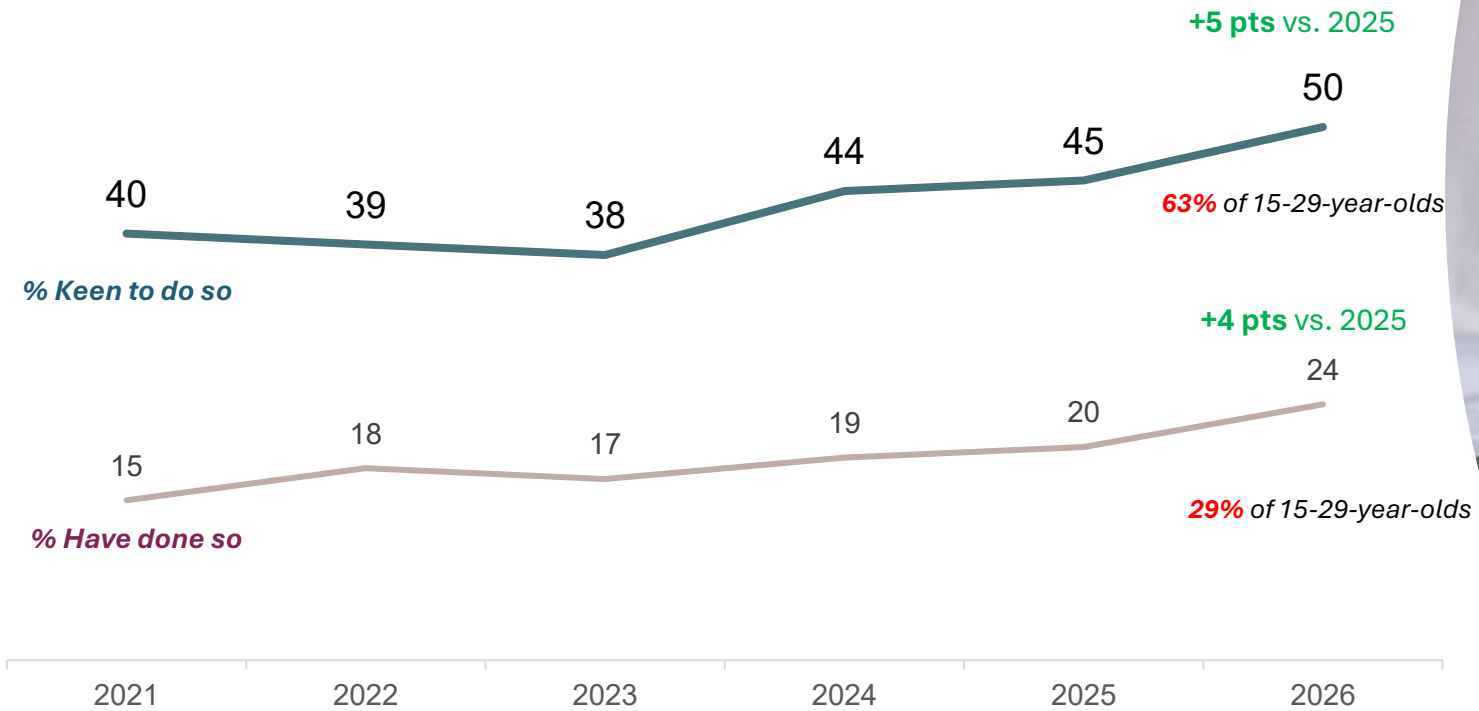
78% of those who are active on social media share photo content
- 4 pts vs. 2025

68% of those who are active on social media share video content
(74% of 15-29-year-olds)
+ 5 pts vs. 2025

Stories, Reels, TikTok: short and hybrid content are imposing themselves as new standards for visual creation

Creation of mini-videos or series of photos enhanced with effects, text or music

(e.g. Stories, Reels, TikTok videos...)



Personal “Wrapped”
content stands out as a new
type of personal narrative,
in particular among young
people

Photo/video editing

summarizing the highlights

of my year *

% Keen to do so

51%

Aged 15-29: **60%**

% Have done so

21%

Aged 15-29: **27%**

A generational shift is taking place: Video has become the go-to choice for key memories

Today, when it comes to capturing an important
moment, video is preferred to photos *

% Total agree



Aged 15-29

69%

→ Video is by far
the spontaneous
choice



Aged 30-49

59%

→ Widespread
coexistence of
photo and video



Aged 50-65

44%

→ Photography
maintains its core
role

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





1.3

Photos sublimates reality,
videos narrate it

Cameras currently available on the market are considered suitable devices for taking videos

Today's cameras enable to easily take very
good quality video *
% Total agree

84%

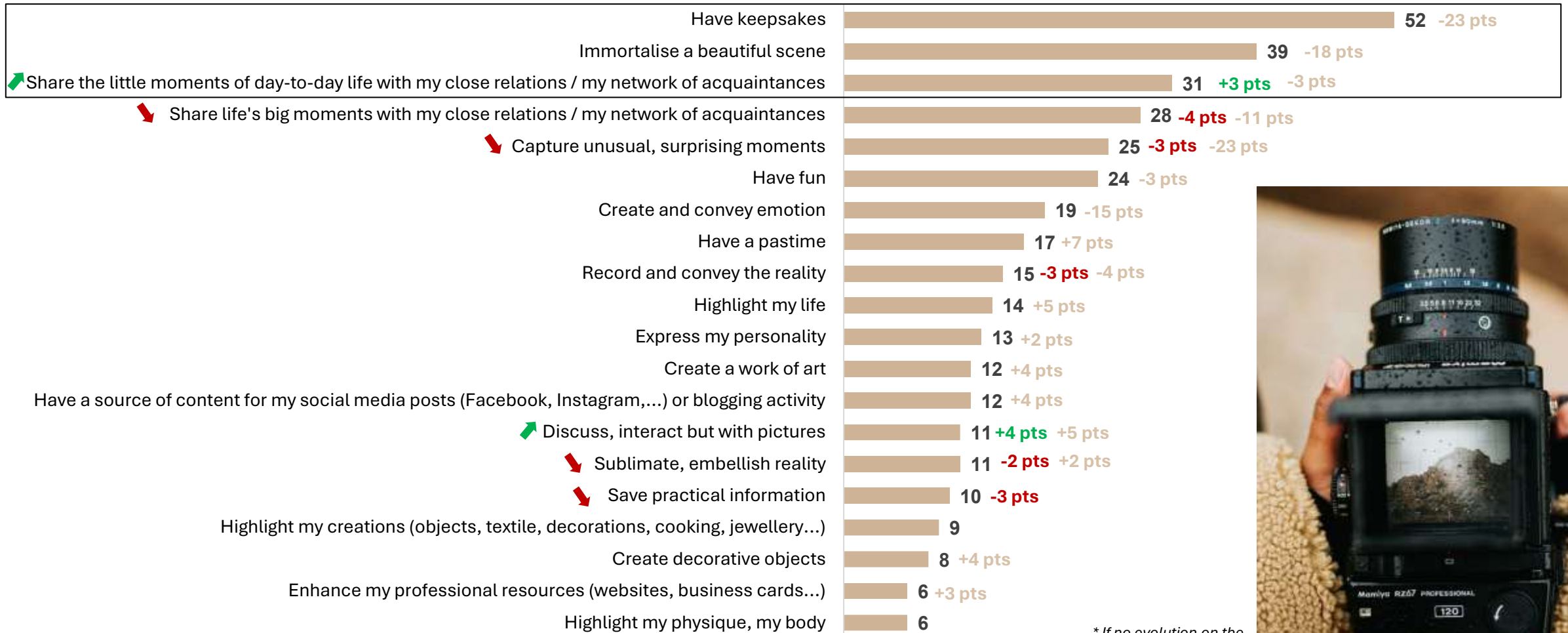
Two centuries after its invention, photography remains first and foremost a means of keeping memories...

but is also establishing itself as vital for day-to-day interaction

Taking PHOTOS enables you to...

Evolution vs. 2025*  

Evolution vs. 2015

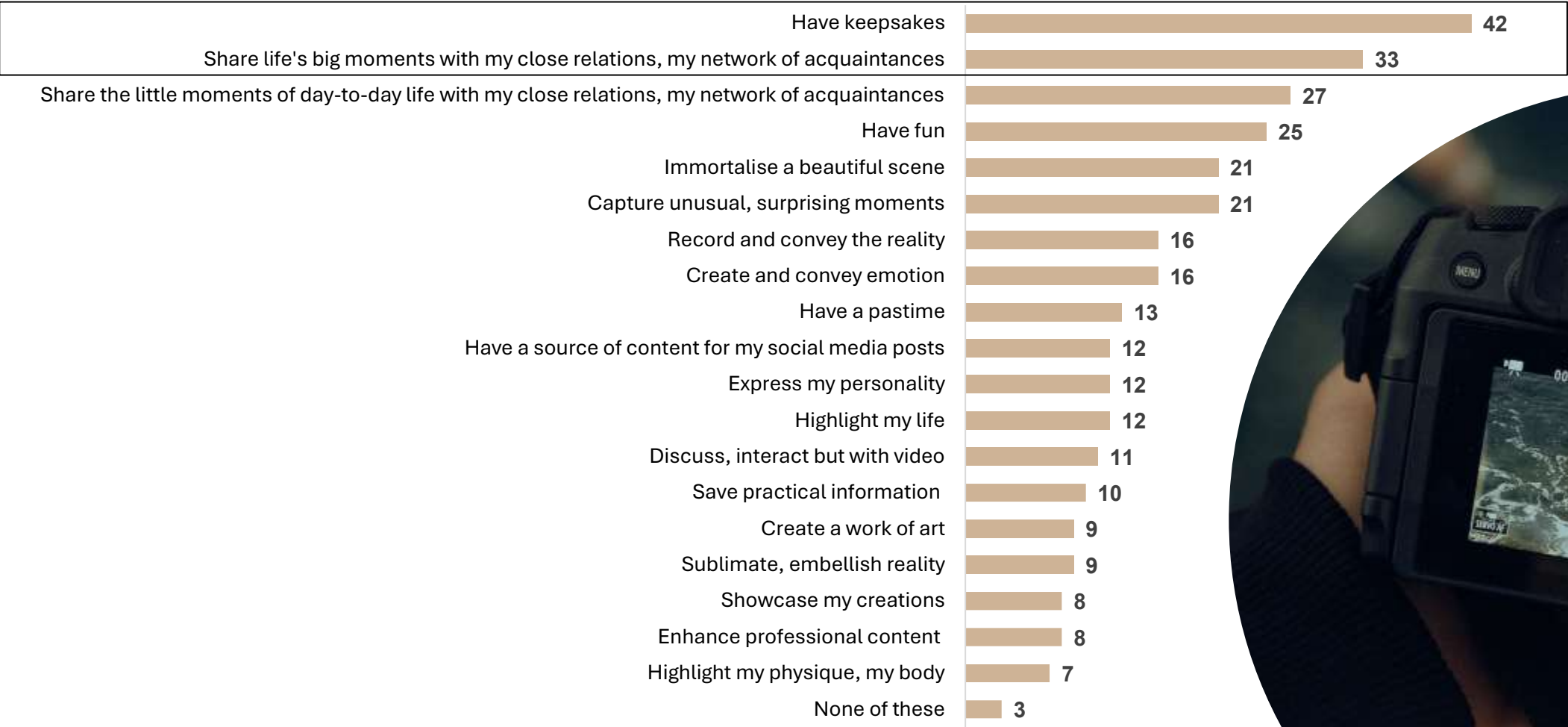


* If no evolution on the
short term is mentioned,
this means the item is
stable



Having keepsakes, sharing the good times...
in 2026, photos and videos fulfil relatively similar functions

Taking VIDEOS enables you to...



Photos vs. Videos: some uses remain clearly distinct

Taking photos/videos enable you to...

THE REALM OF PHOTOS	VIDEO INDEX
Immortalize a beautiful scene	54
Create a work of art	75
Have a pastime	76
Have keepsakes	81
Sublimate / embellish reality	82
Create and convey emotion	84
Capture unusual, surprising moments	84
Highlight my life	86
Share the little moments of day-to-day life	87
Showcase my creations	89
Express my personality	92



➔ **Photography is more closely associated with memory, esthetics and creation**

SHARED REALM	VIDEO INDEX
Have a source of content for my social media posts	100
Discuss, interact with still images / video	100
Save practical information	100

➔ **For day-to-day interaction, photos and video co-exist naturally**

THE REALM OF VIDEOS	VIDEO INDEX
Enhance professional content	133
Share life's big moments	118
Highlight my physique / my body	117
Record and convey the reality	107
Have fun	104

➔ **Video is asserting itself boldly when it comes to social, emotional and performative usages**

Calculation of the index:

Video index formula = $(\% \text{ video} \div \% \text{ photo}) \times 100$

Base 100 = photo

Index >100: more in the realm of videos

Index <100: more in the realm of photos

Example: "Share life's big moments" 33% videos vs 28% photos

$33 \div 28 \times 100 = 118$



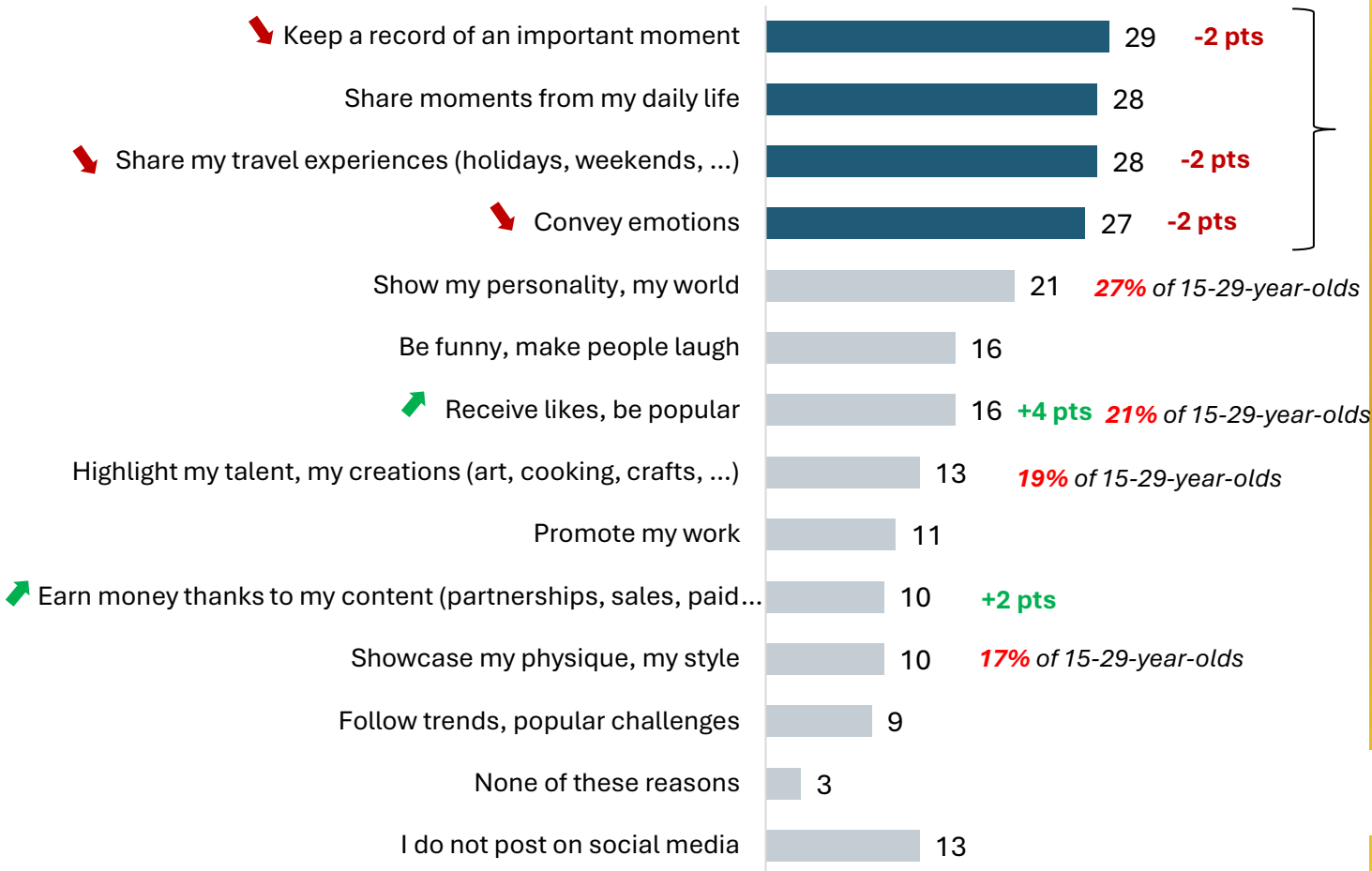


Images are
increasingly serving
to bolster status

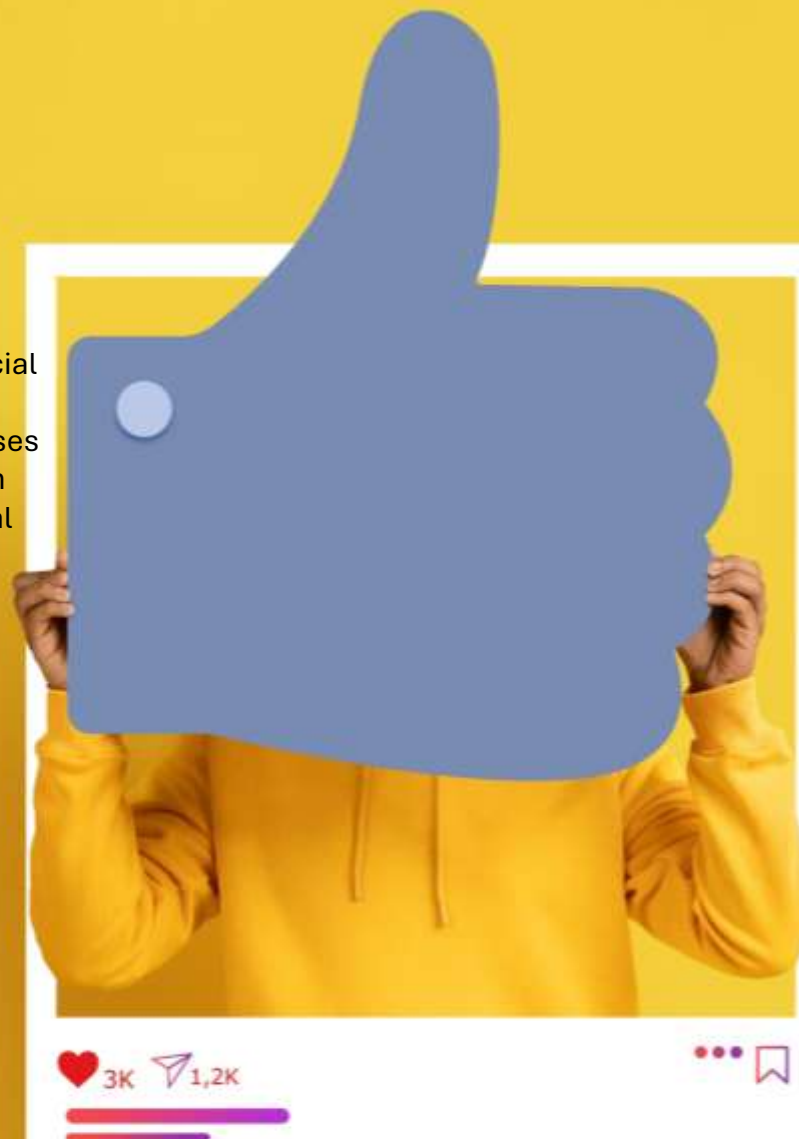
Likes, visibility, monetization: The status-related functions of images are progressing substantially

When you post photos or videos on social media, what are you seeking to do?

Evolution vs. 2025*  



Posting on social media serves several purposes that coexist on relatively equal levels

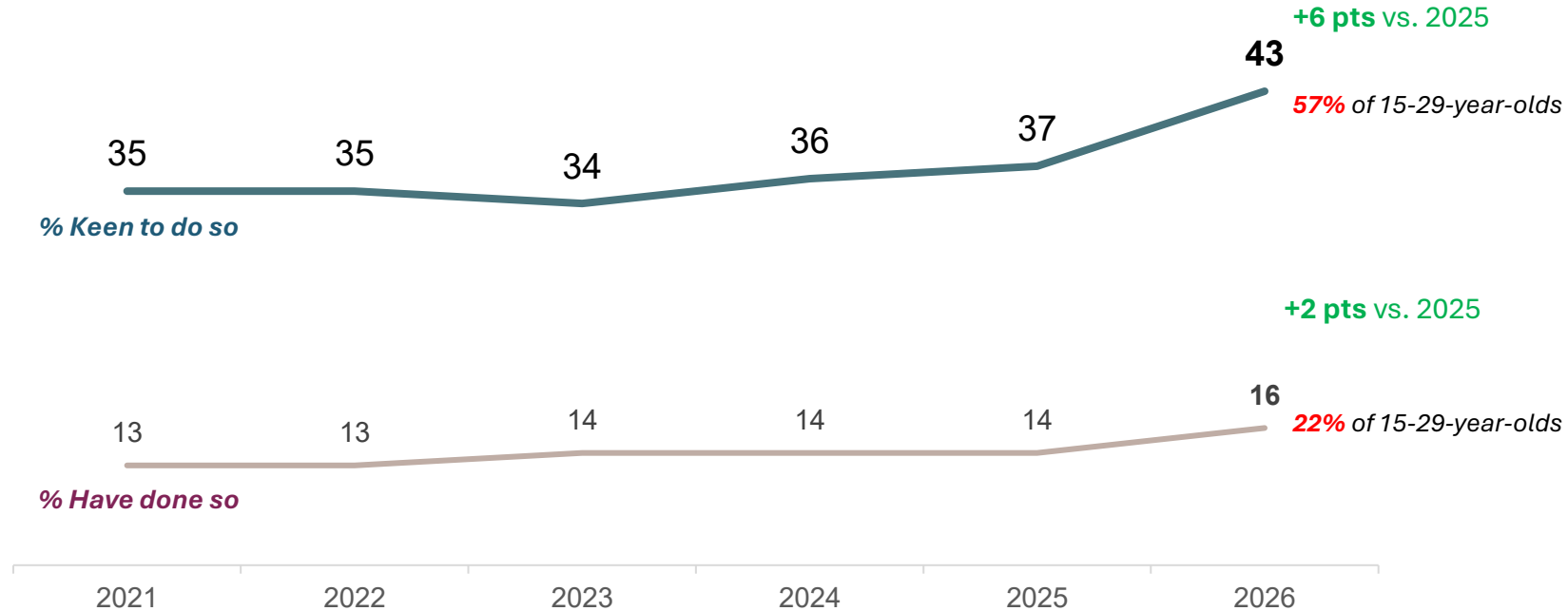


→ 87% of those who are on social media share photo or video content



Content creation as a lever of popularity has reached record levels

Trying to be popular by posting content online (photos, videos...)





For the new generations, the “instagrammable” potential of a location has become a key criterion in the choice of destinations

My choice of holiday destinations is sometimes influenced by the thought of the photos I will be able to take (to post them on social media, for my personal pleasure, to sell them,...)

% Total agree

57%

Stable vs. 2025

Aged 15-29: **66%**

+ 5 pts vs. 2025

➔ Two in three Gen Z amateur photographers are already choosing their holiday destinations with the thought of content to be created



**“Going analog”
generation**
The appeal of vintage
and film cameras
has reached
unprecedented heights

Despite the increasing omnipresence of filters and AI editing, the rise of retouched photos is marking a pause



According to you, a “good photo” tends to be...

UNEDITED



- 9 pts vs. 2015

TOUCHED UP

(use of filters, cropping, colour adjustment, ...)



+ 9 pts vs. 2015

2015 2016 2017 2018 2019 2021 2022 2023 2024 2025 2026

2015 2016 2017 2018 2019 2021 2022 2023 2024 2025 2026

Base: total take photos
1,070 people aged 15-65

Vintage cameras have
broadly asserted themselves
as desirable collector items

**Vintage cameras
are collector's items**

% Total agree



81%

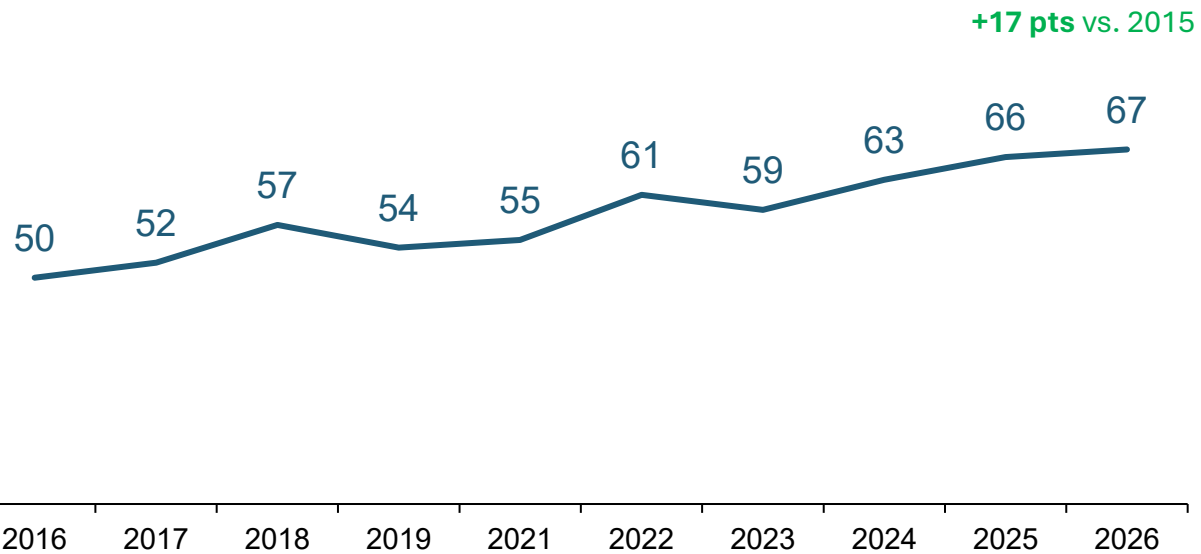
+3 pts vs. 2025



And the “vintage” design of new cameras is proving ever more popular

**I love cameras
with an old-school / vintage design**

% Total agree



Over-representation vs. Total population

Under-representation vs. Total population

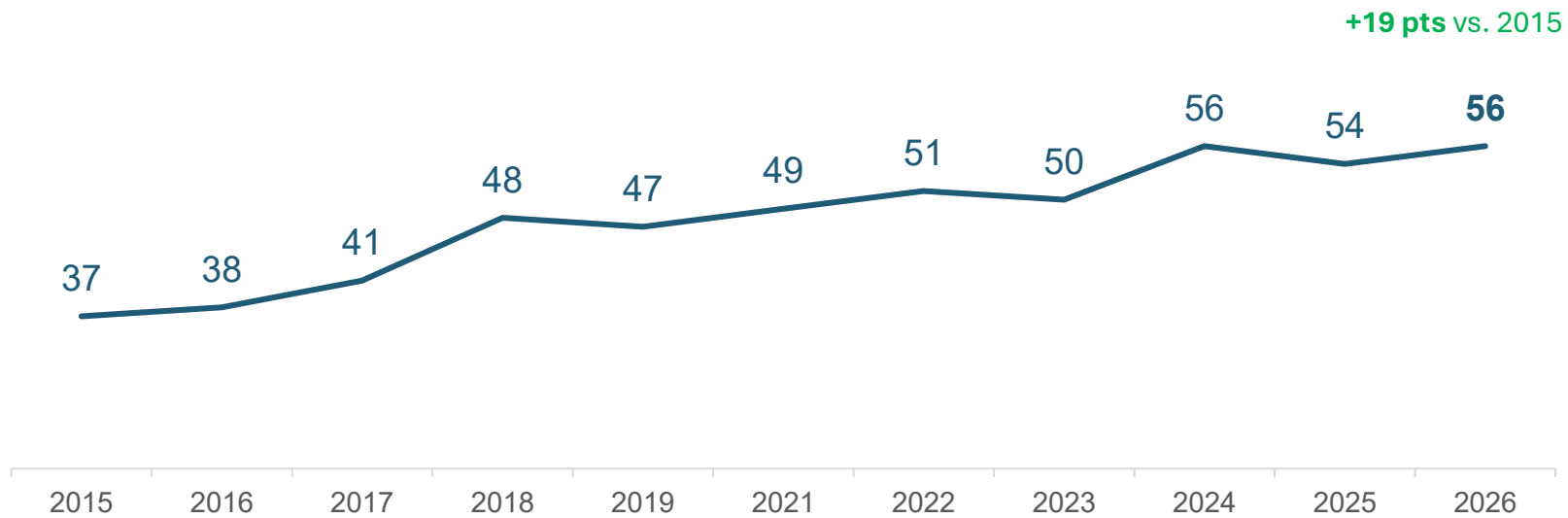
Base: total take photos
1,070 people aged 15-65



Nostalgia for film cameras is at an all-time high

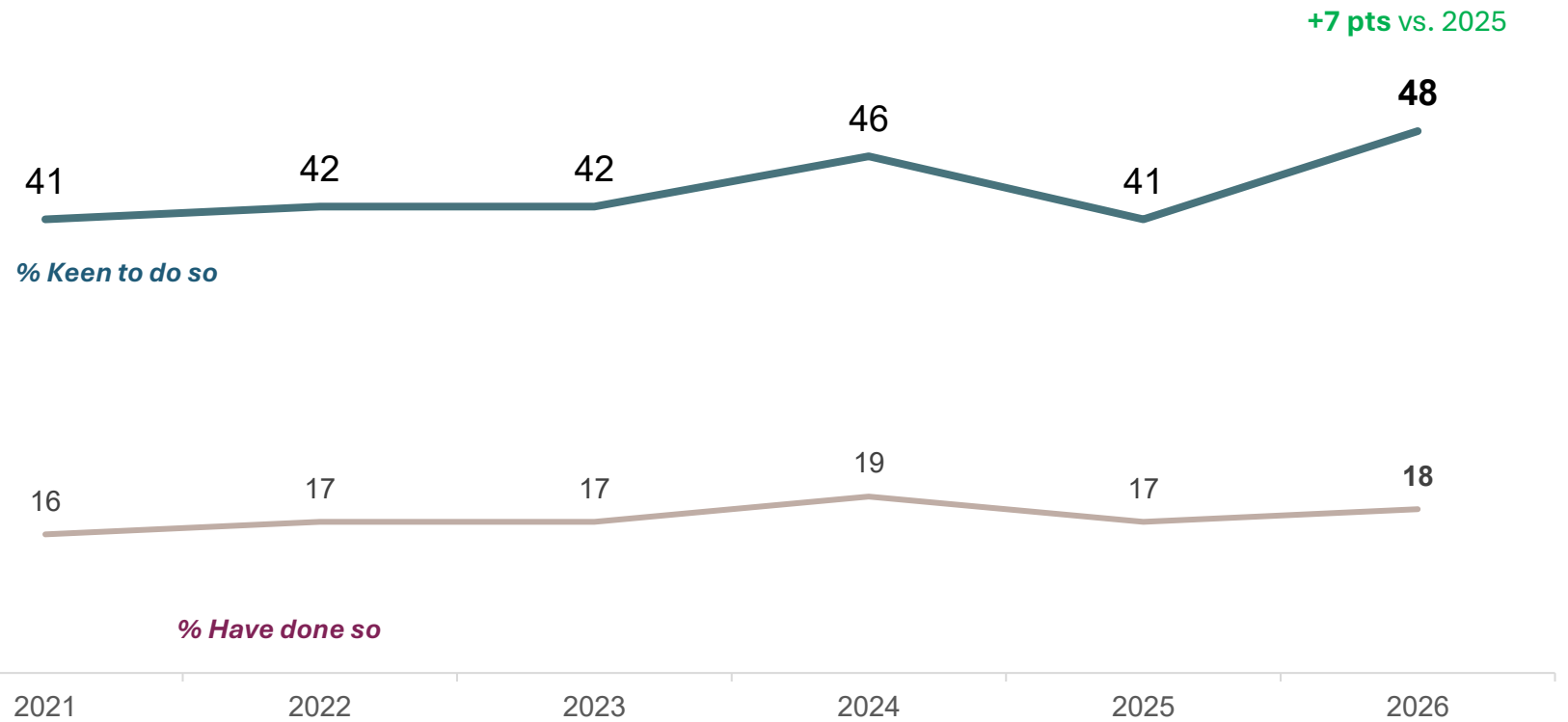
I am nostalgic about the film camera days

% Total agree



Although few still take the leap,
the attraction of film-camera photography is on the rise once again

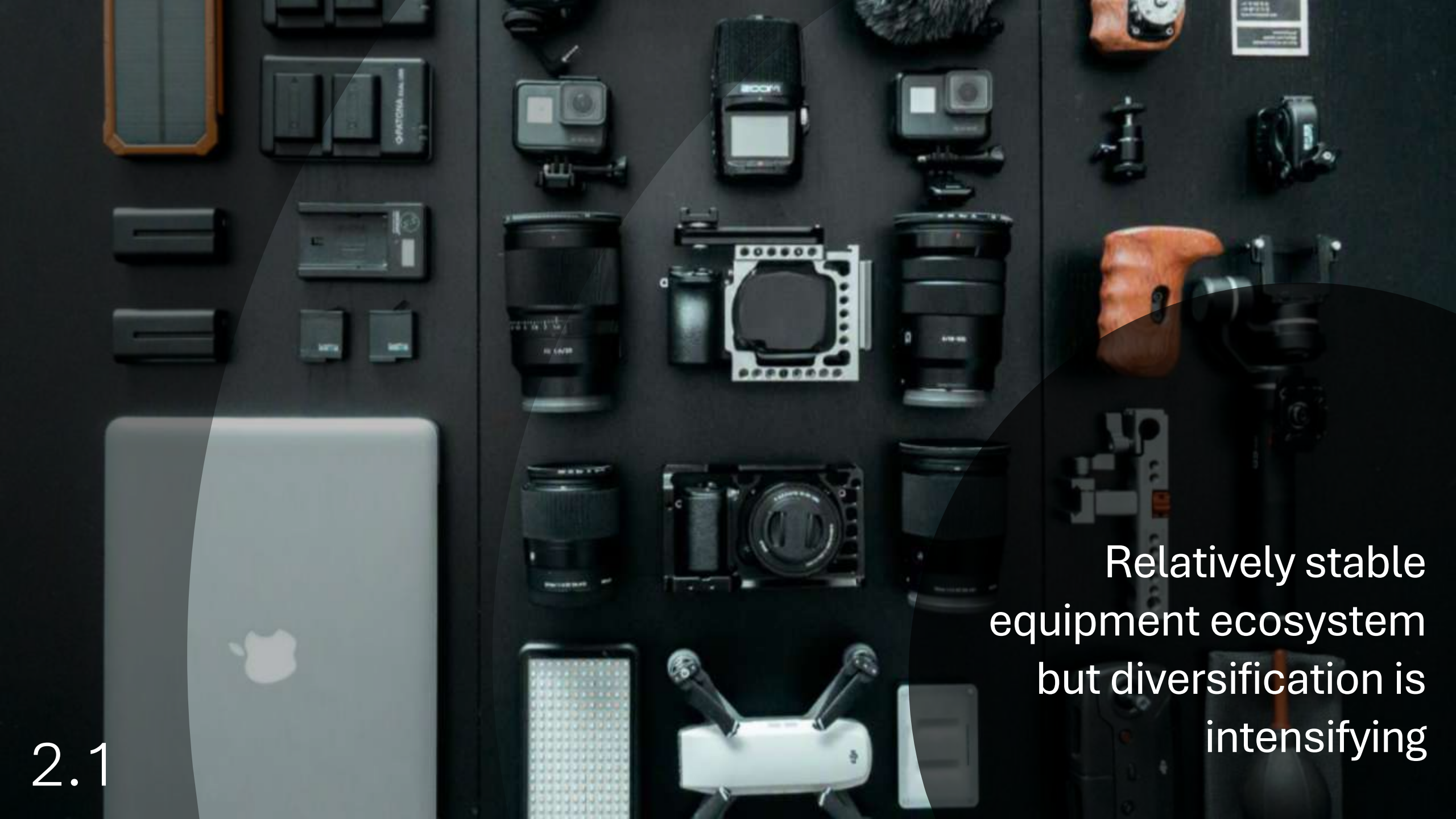
Taking photos with a film camera





02

**FROM DAGUERRETYPE
TO HYBRID CAMERA:**
dedicated cameras
continue to uphold
their central role



2.1

Relatively stable
equipment ecosystem
but diversification is
intensifying

A top-down view of various photography and videography equipment neatly arranged on a dark surface. The items include two DSLR camera bodies, several lenses of different sizes, a GoPro action camera, a drone, a tripod, a gimbal, a microphone, a laptop, and various accessories like batteries and memory cards. The equipment is organized into rows, showcasing a comprehensive setup for content creation.

2.1

Relatively stable
equipment ecosystem
but diversification is
intensifying

Reflex, Bridge, Hybrid... two centuries after its invention, photography continues to revolve mainly around dedicated cameras and lenses

Which of the following digital devices do YOU OWN personally?

AT LEAST ONE DEVICE OWNED: 61%
Stable vs. 2025
- 22 pts vs. 2015



The appeal of analog devices is progressing faster than their actual adoption by amateur photographers

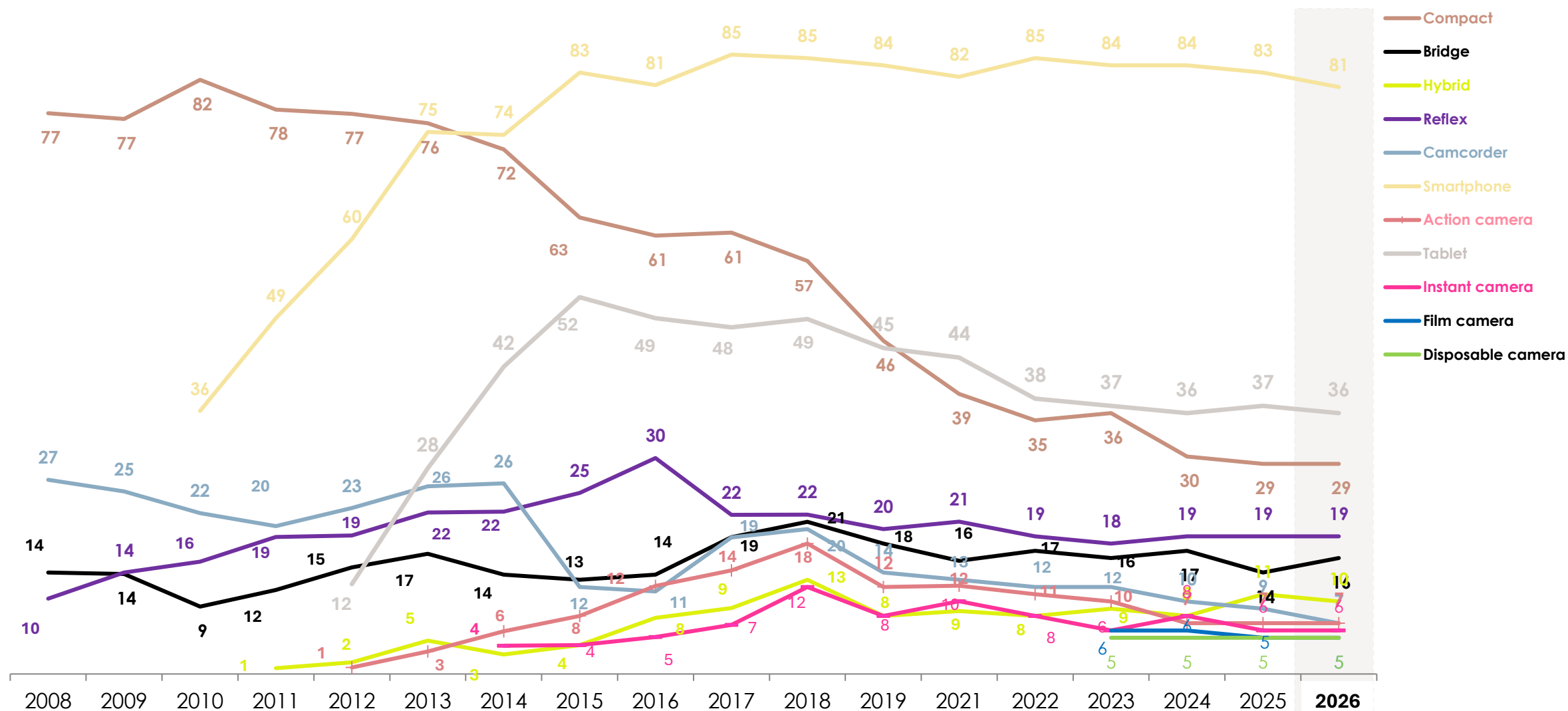
Which of the following photography devices do YOU OWN personally?



Base: total take photos
1,070 people aged 15-65

In 2026, the main photography equipment trends confirm their stabilisation

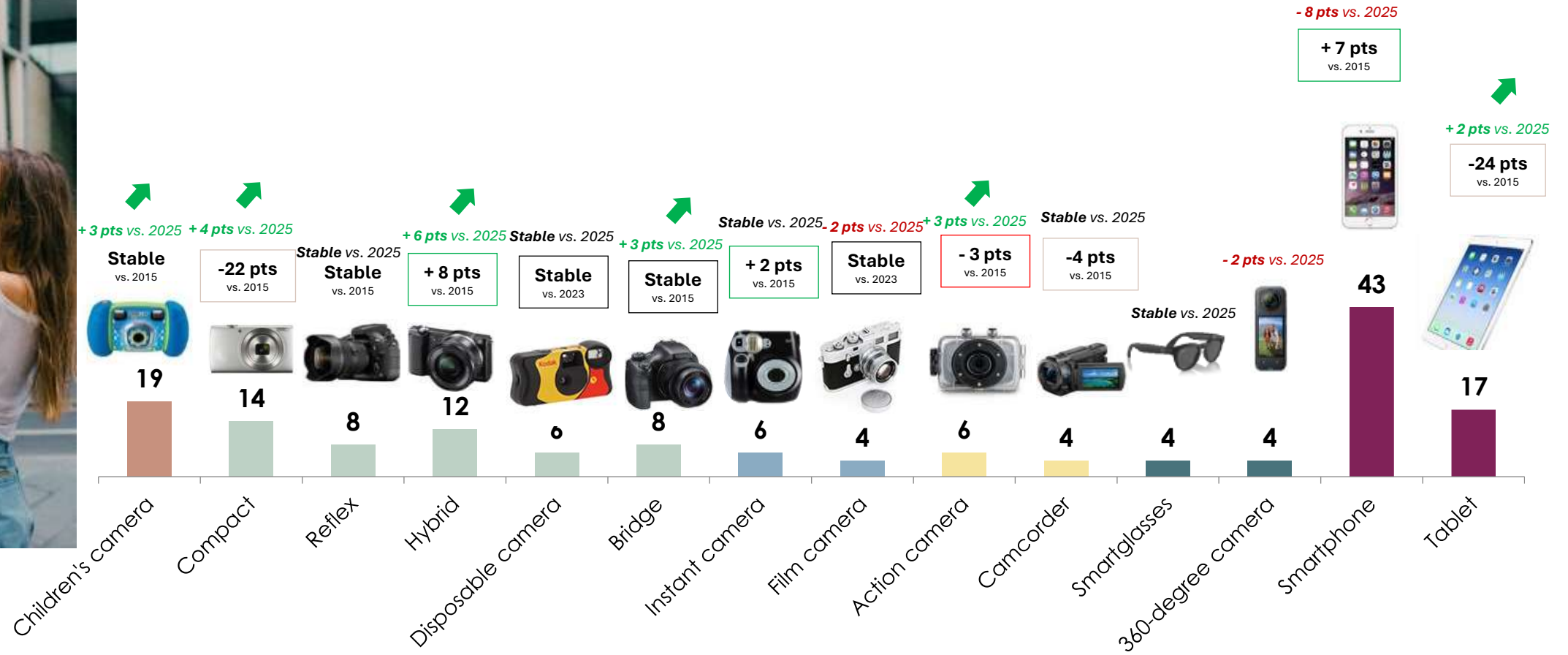
Which of the following digital devices do YOU OWN personally?



Base: total take photos
1,070 people aged 15-65

Among younger generations,
photography continues to involve a broad range of devices

Which of the following digital devices
do YOUR CHILDREN AGED UNDER 15 USE for photography?





Glasses, drones, 360°:
new devices appeal to a niche
group of technophiles

New devices are emerging on the market: smartglasses and 360° cameras

Smartglasses appeal mainly to a niche group of young technophiles

SMARTGLASSES

5% **ownership**
(vs. **12%** of 15-29-year-old men)
Stable vs. 2025

5% **purchase intention**
Stable vs. 2025 (vs. **10%** of 15-29-year-old men)

The promise of immersive images is winning over “geek” audiences

360-DEGREE CAMERAS

5% *ownership*
(vs. **9%** of 15-29-year-old men)

+ 2 pts vs. 2025

5% *purchase intention*
(vs. **7%** of 15-29-year-old men)

Stable vs. 2025

Drones mainly appeal to younger audiences

DRONE

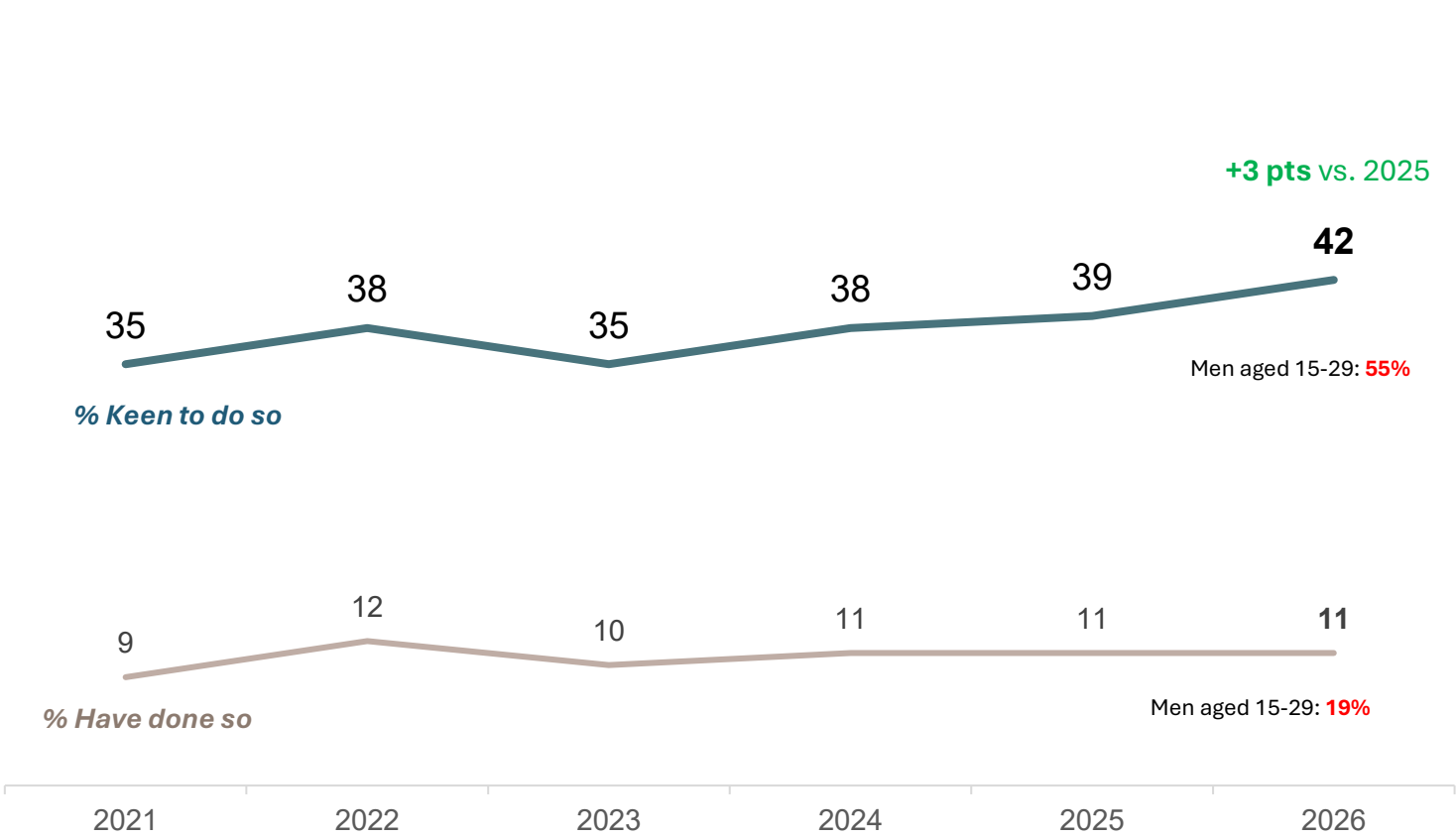
7% **ownership**
(vs. **12%** of 15-29-year-old men)



6% **purchase intention**
(vs. **11%** of 15-29-year-old men)

The appeal of taking photos/videos with drones has yet to be reflected in actual usage

Taking photos/video with a drone



A person is shown from the side, holding a large professional camera with a very long telephoto lens. The camera is black and has a complex design with various buttons and dials. The person's hands are visible, gripping the camera. The background is a clear blue sky. A large, semi-transparent white circle is overlaid on the right side of the image, containing the text.

Equipment is becoming ever
more expert and creative

2.3

Hybrid and reflex camera owners are further diversifying their range of creative equipment

From the following list, please indicate the number of lenses you own
% OWN AT LEAST ONE

AT LEAST ONE LENS	98% (Stable vs. 2019)	vs. 2025	vs. 2019
Standard/normal lens	82%	- 2 pts	+ 2 pts
Wide angle lens	79%	Stable	+ 6 pts
Telephoto lens	64%	Stable	+ 3 pts
Fixed focal length lens	60%	Stable	+ 9 pts
➤ Fixed focal length macro lens	52%	+ 8 pts	+ 18 pts
➤ Fisheye lens	48%	+ 10 pts	+ 20 pts
Other	38%	+ 6 pts	+ 16 pts



Amateur photographers also continue to diversify their range of accessories with more photography bags, flashes, filters...

Which of the following accessories and peripheral devices do YOU OWN personally?

AT LEAST ONE ACCESSORY		78%	vs. 2025	vs. 2015
	ALL-IN-ONE AND PHOTO PRINTER	30%	Stable	- 14 pts
➤	PHOTOGRAPHY BAG (POUCH, BACKPACK, CASE, ETC.)	29%	+ 3 pts	- 14 pts
	SELFIE STICK	28%	Stable	+ 17 pts
	EXTRA BATTERY	26%	Stable	+ 2 pts
	TRIPOD	24%	Stable	Stable
➤	FLASH	23%	+ 2 pts	- 3 pts
	MICROPHONE	18%	Stable	+ 7 pts
➤	FILTER	14%	+ 3 pts	+ 3 pts
➤	PORTABLE PHOTO PRINTER (10X15 PRINTING...) (E.G. SELPHY)	13%	+ 2 pts	+ 9 pts
➤	RECHARGEABLE PHOTO PRINTER (E.G. INSTAX SHARE, ZOEMINI)	10%	+ 2 pts	+ 5 pts (vs. 2019)
	VIRTUAL REALITY HEADSET	9%	Stable	+ 5 pts (vs. 2016)
	STABILISER (E.G. GIMBAL)	9%	Stable	+ 2 pts (vs. 2022)
➤	WATERPROOF HOUSING (FOR UNDERWATER PHOTOGRAPHY)	9%	+ 2 pts	+ 4 pts
	SMART AUTO-TRACKING DEVICE	9%	Stable	+ 4 pts (vs. 2021)
	OTHER SMARTPHONE ACCESSORIES	1%	Stable	Stable



From dedicated cameras to smartphones,
tripods address a constant need in photography:
the quest for stability

And more specifically, which type(s) of tripod do you own?

		vs. 2025	vs. 2018
CONVENTIONAL tripod for conventional digital camera	56%	- 4 pts	- 16 pts
FLEXIBLE Joby Gorillapod-type tripod for conventional digital camera	33%	Stable	Stable
CONVENTIONAL tripod for smartphone	26%	+ 4 pts	+ 15 pts
FLEXIBLE tripod for smartphone	9%	- 4 pts	- 2 pts
AT LEAST ONE TRIPOD FOR DIGITAL CAMERA	80%	- 6 pts	- 16 pts
AT LEAST ONE TRIPOD FOR SMARTPHONE	33%	+ 2 pts	+ 16 pts

Among those who take videos, accessories linked to the creation of on-the-go content are progressing to the detriment of more specialised equipment

Which accessories do you find useful or would be useful
FOR MAKING YOUR VIDEOS?

		Vs. 2025	Vs. 2021	
	Tripod	30%	Stable	+ 4 pts
	Microphone	30%	Stable	Stable
	Flash	28%	- 2 pts	+ 2 pts
➡	Selfie stick	27%	+ 2 pts	+ 2 pts
➡	LED panel	23%	+ 2 pts	+ 3 pts
	Filter	21%	- 3 pts	Stable
	Sound boom pole	21%	- 3 pts	+ 4 pts
	Stabiliser (e.g. Gimbal)	21%	- 2 pts	- 6 pts
	Light reflector	21%	Stable	+ 3 pts
	Projector	19%	Stable	- 2 pts
	Remote control	19%	- 3 pts	- 2 pts
	Lens hood	17%	- 2 pts	Stable
	Green background	17%	- 6 pts	- 3 pts
	Lapel microphone	16%	- 5 pts	+ 2 pts
	Monopod	11%	Stable	Stable
	Smart auto-tracking device	10%	- 4 pts	- 2 pts
	Other	3%	Stable	Stable
	None of these	10%	Stable	- 3 pts



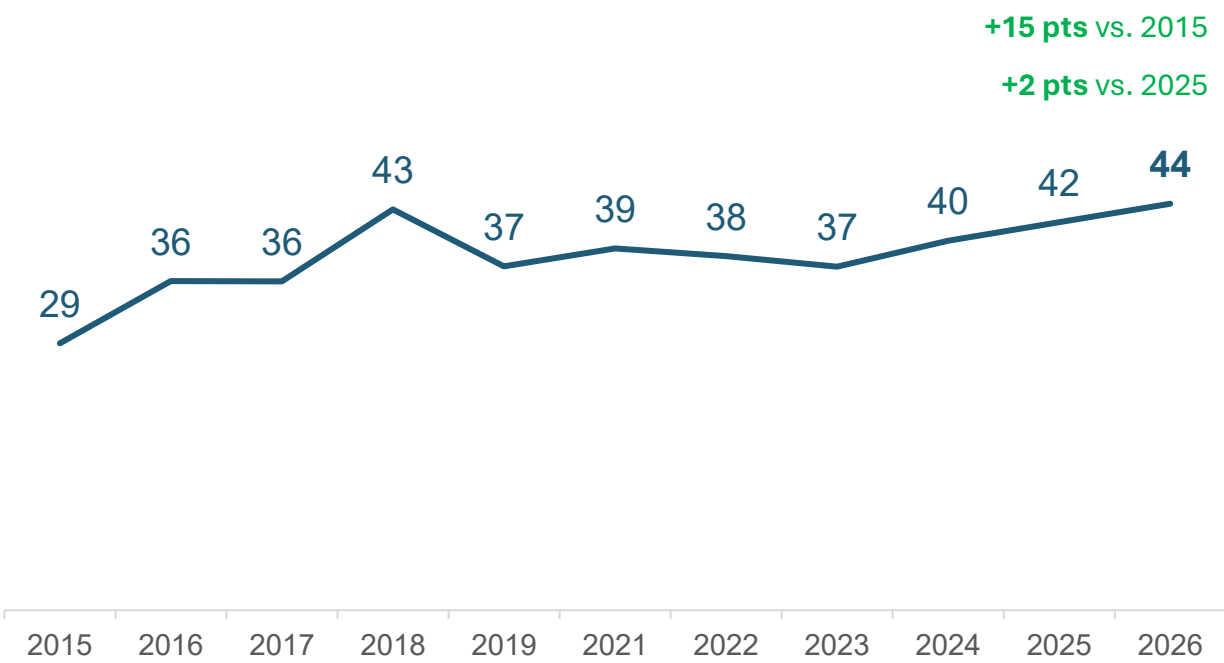


The feeling of expertise
is increasingly widespread

The feeling of expertise in the field of photography has reached record levels

I consider myself to be an expert in the field of photography 

% Total agree



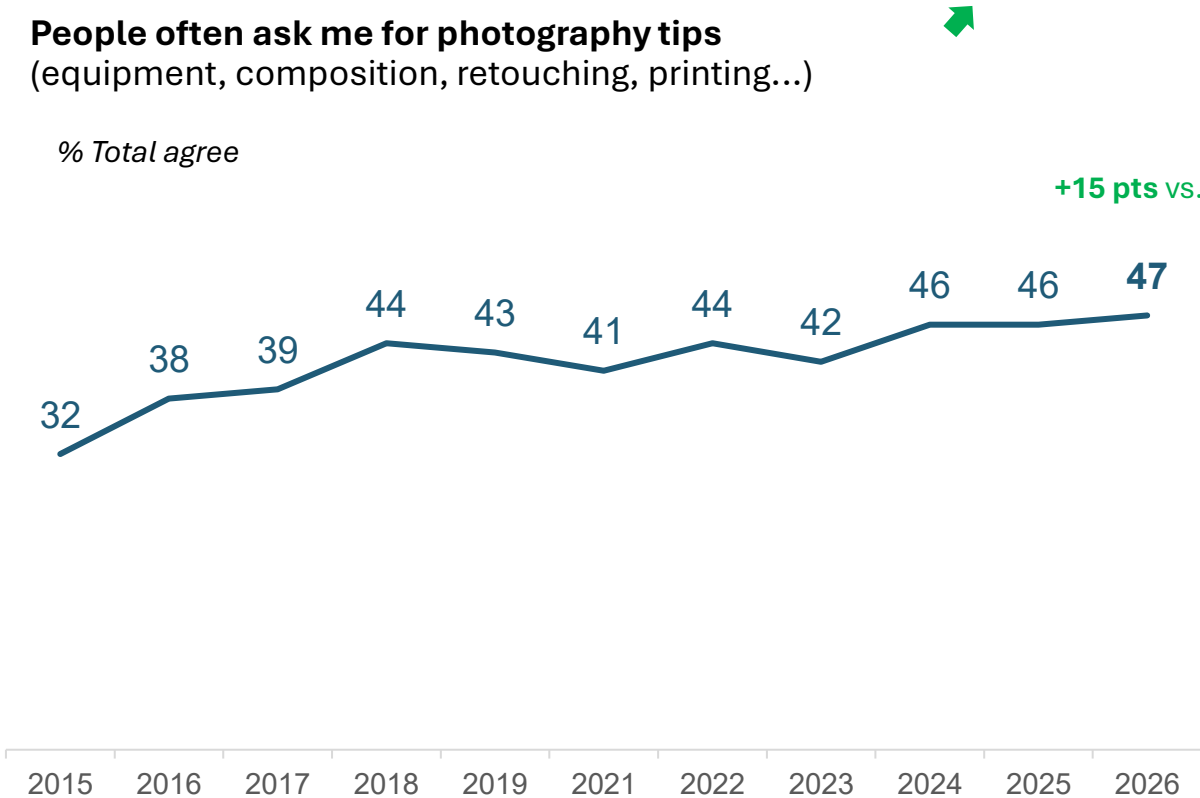
Word-of-mouth connected to photography has reached unprecedented heights:
almost one in two photography enthusiasts provide advice to close relations



People often ask me for photography tips
(equipment, composition, retouching, printing...)

% Total agree

+15 pts vs. 2015





03

**PURCHASE
PATHWAY IN 2026:**
blend of expertise,
experimentation,
and retro fascination

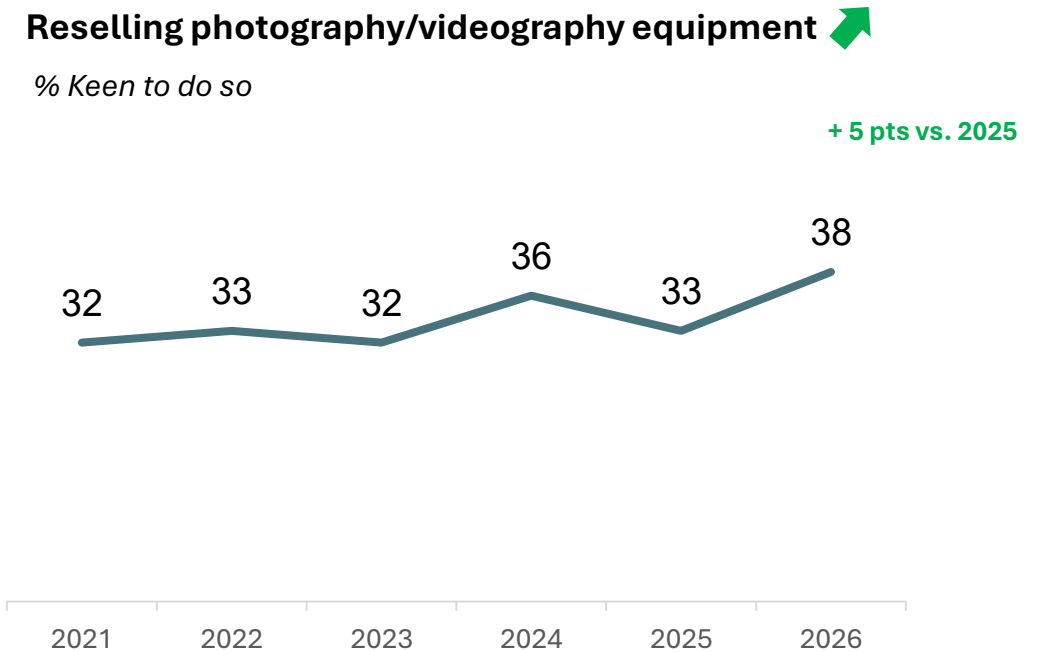
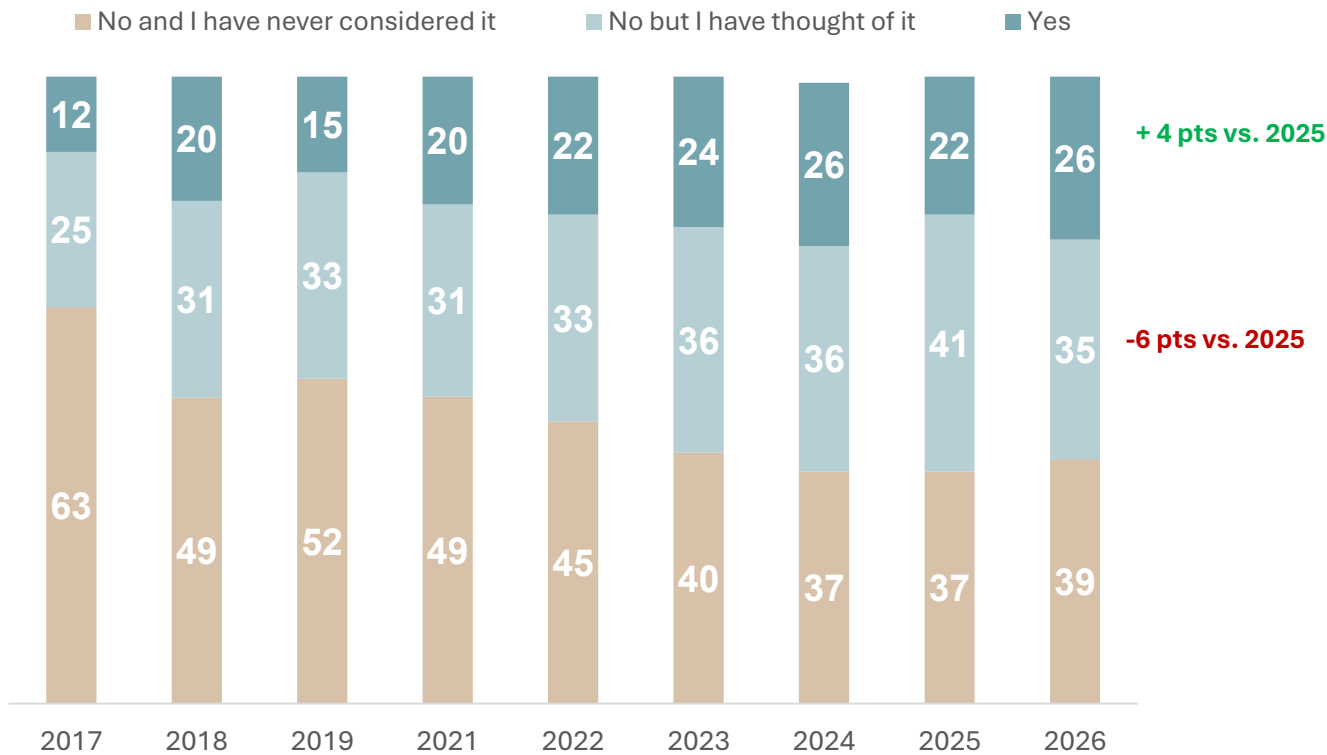


Second-hand, reconditioned, vintage: the new photography equipment purchase culture continues to assert its mindset

The photography equipment circular economy is developing

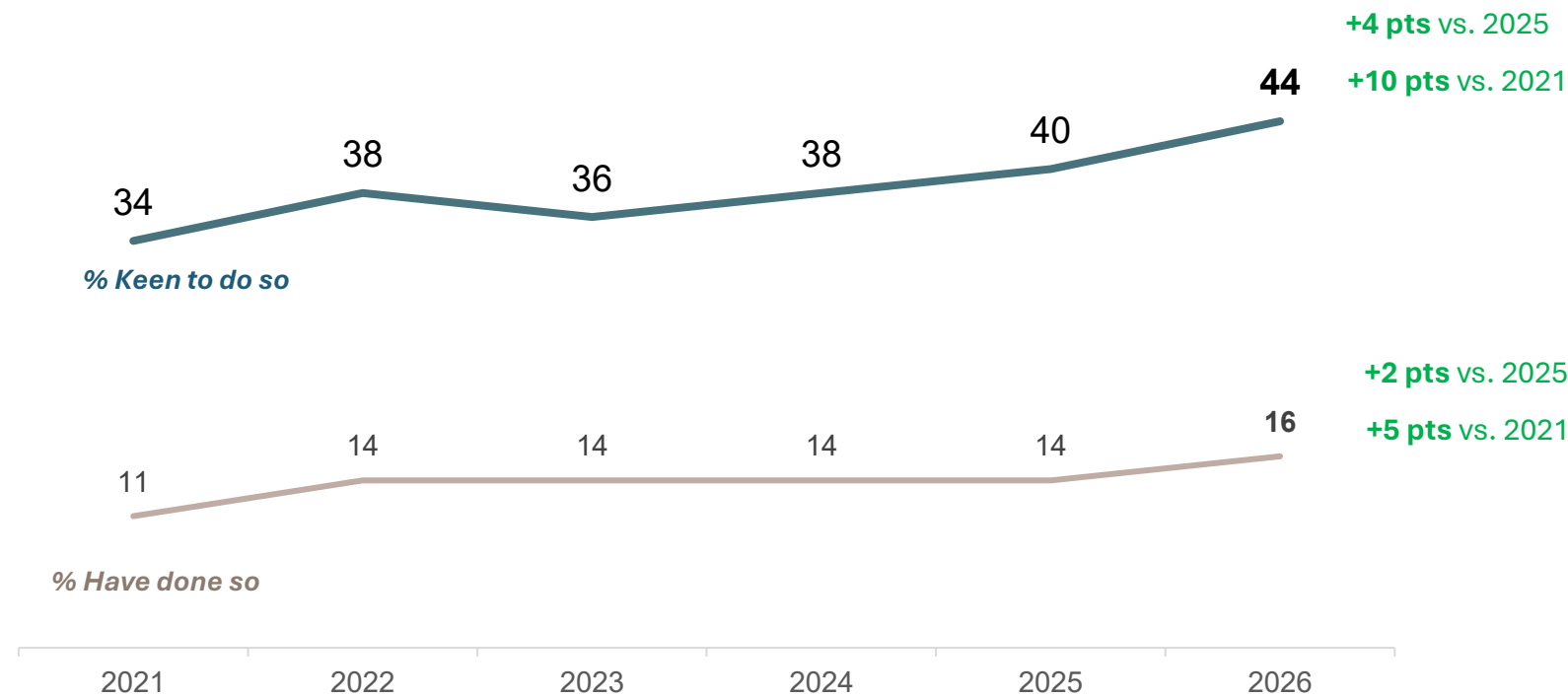
➔ Selling one's equipment is an increasingly common strategy and a majority are willing to consider second-hand purchases

- Have you ever purchased
SECOND-HAND PHOTOGRAPHY EQUIPMENT?

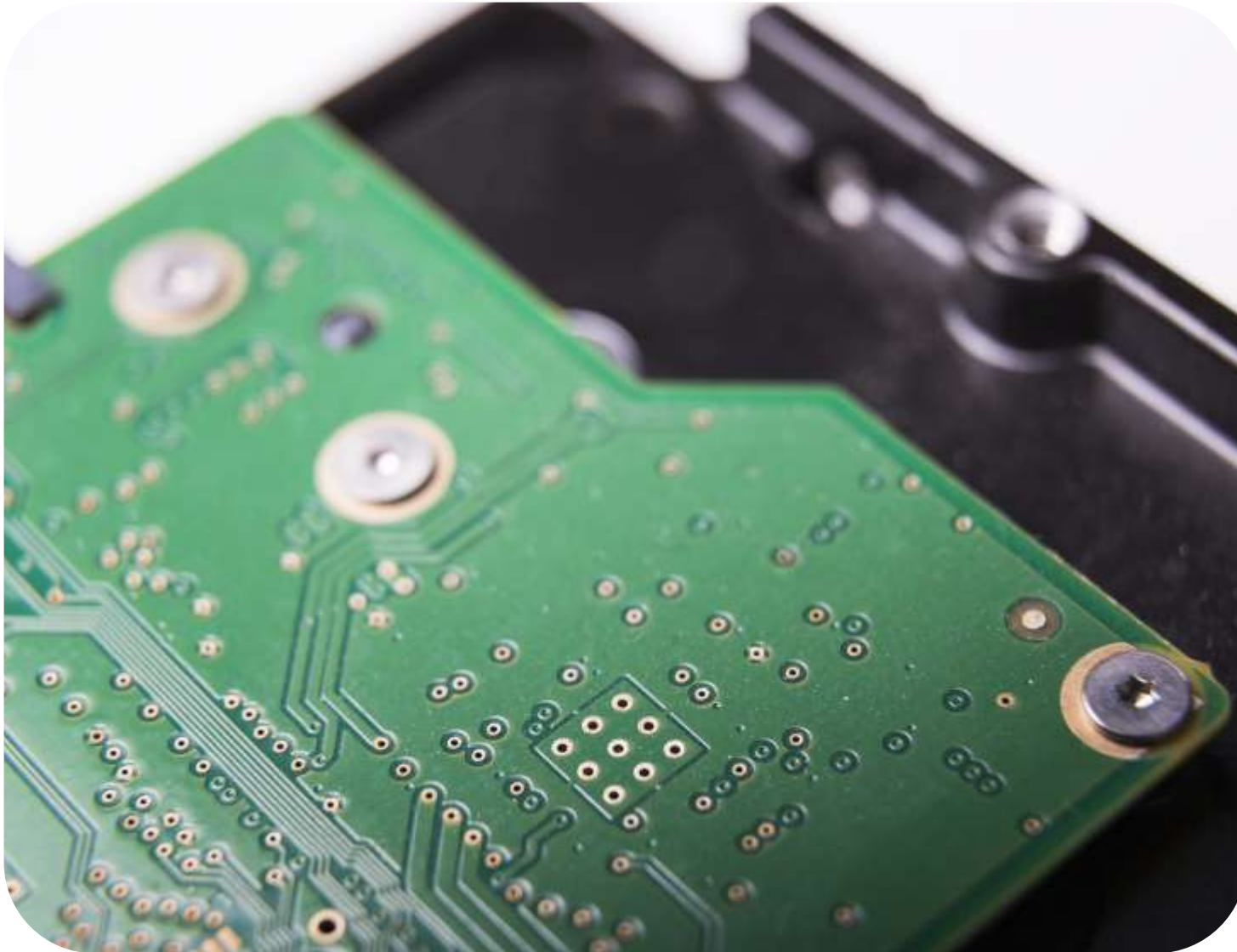


“Browsing” for second-hand photography equipment is becoming increasingly widespread

Browsing, looking around for photography equipment (second-hand shops, used-goods websites, vintage...)

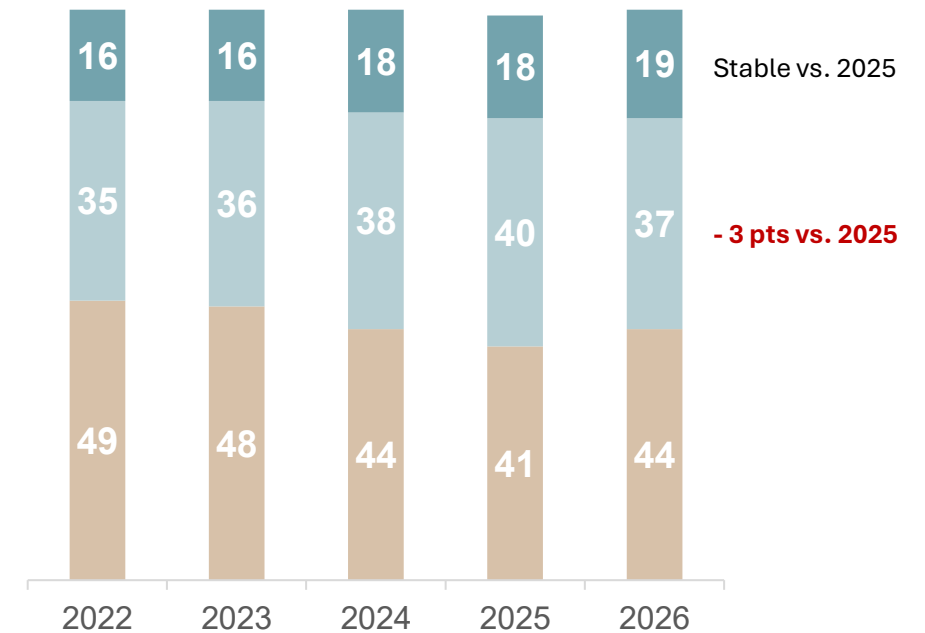


The purchase of refurbished equipment remains popular



Have you ever purchased
REFURBISHED PHOTOGRAPHY
EQUIPMENT?

- Yes
- No but I have thought of it
- No and I have never considered it



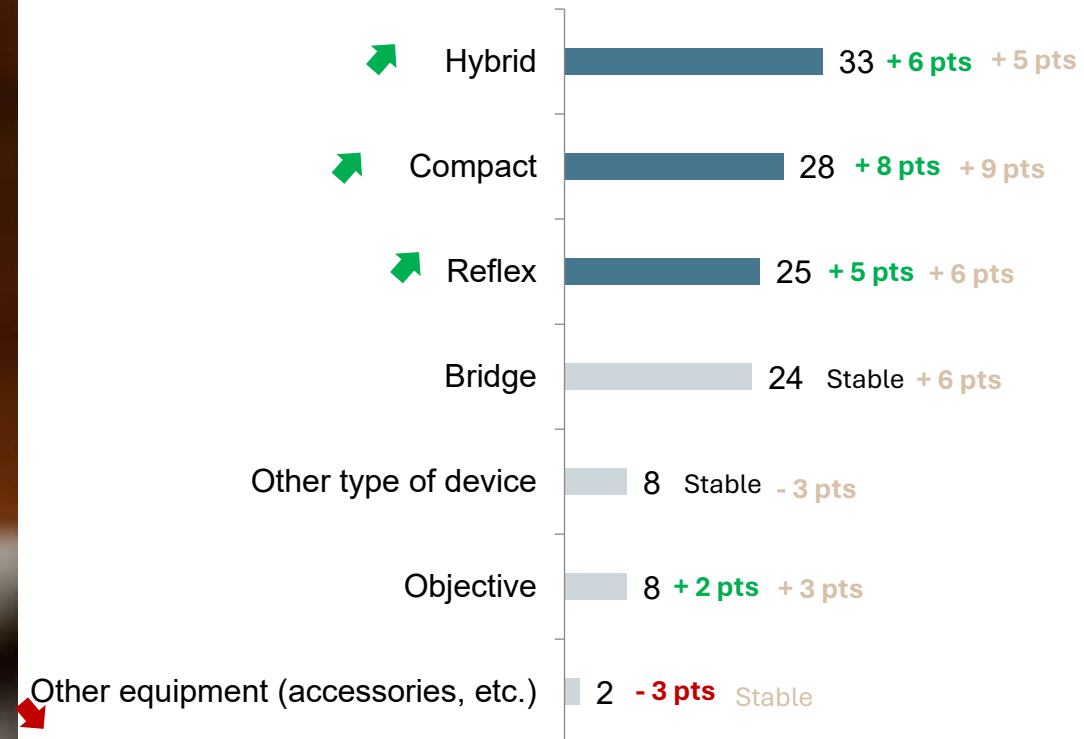
Hybrid, compact, reflex cameras: refurbished purchases are gaining ground for several device categories

TYPES OF REFURBISHED EQUIPMENT already purchased



Evolutions vs. 2025  

Evolution vs. 2022



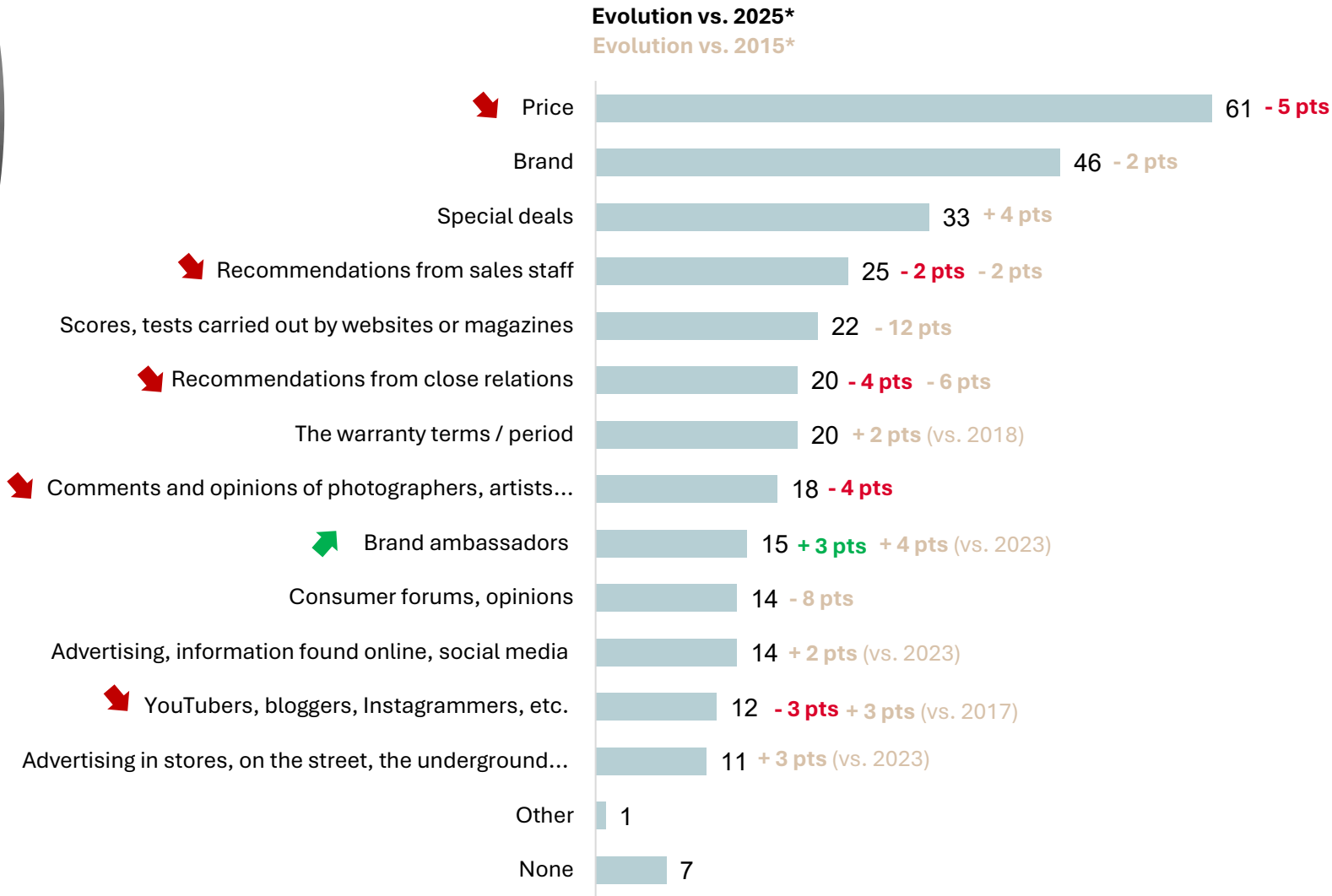


**Purchase criteria
are evolving:
less price pressure,
more experience**



In 2026, inflation has less weight on decisions, while brand ambassadors are expanding their influence

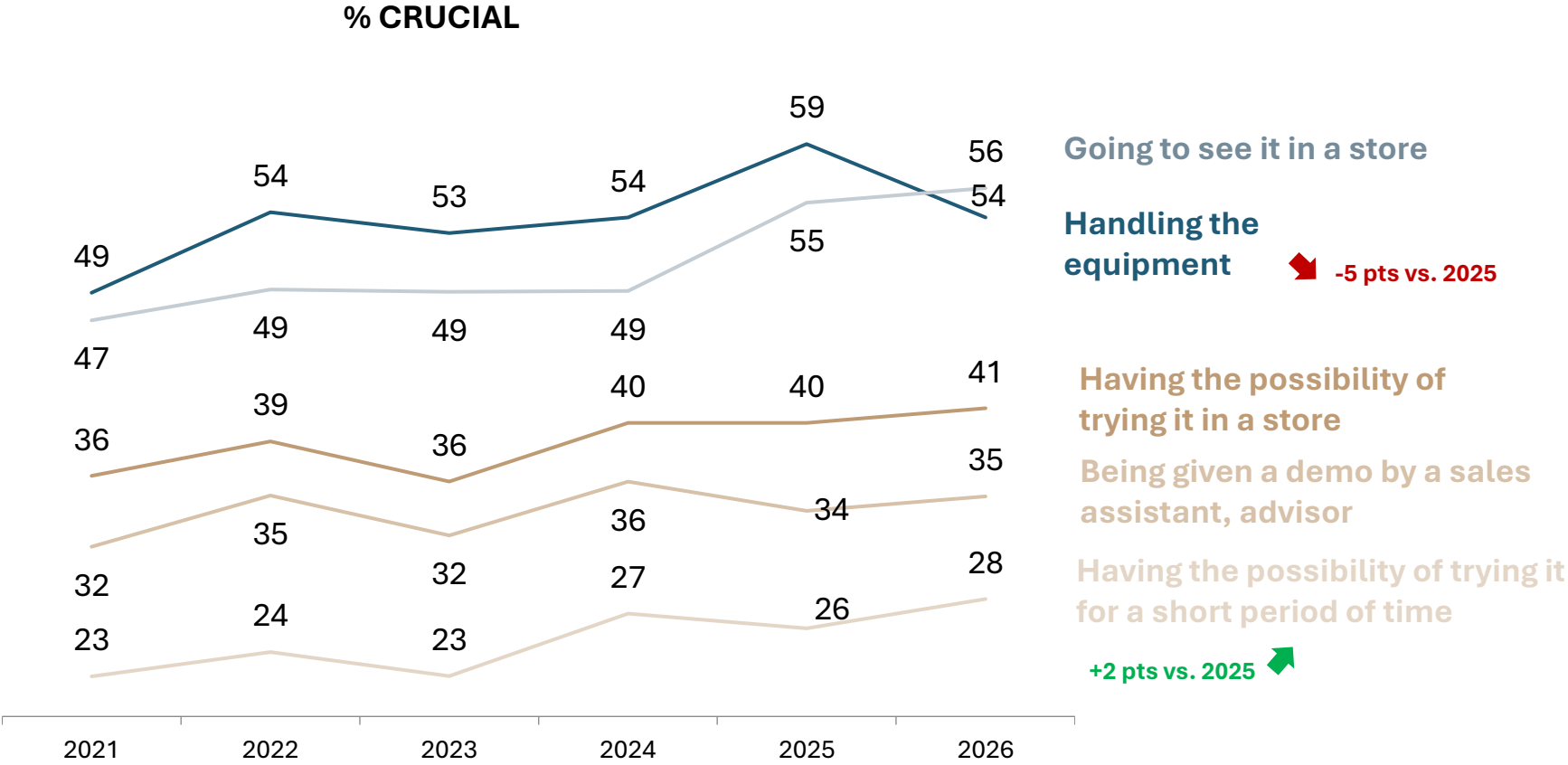
When considering photography equipment, what INFLUENCES YOUR CHOICE MOST?





Prior to purchase, the need to see the device in a store and try it has been on the rise since 2021

When you are considering the purchase of a new camera, to what extent are the following courses of action **IMPORTANT BEFORE YOU MAKE UP YOUR MIND?**



Expert advisers and creative spaces are the two cornerstones of a physical venue dedicated to photography and videography

Imagine a place dedicated to photography and videography near where you live... What would you like to find there?
TOP 2 (out of a list of 17 suggestions)

1st

expectation

ADVISERS SPECIALIZED in photo composition, devices and technique, photo retouching, video editing...

28%

2nd

expectation

CREATION AND PERSONALISATION WORKSHOP
(retouching, editing...)
photo book...)

26%

From place of service to place of experience

in 10 years, expectations of experiences in physical places have increased sharply

Imagine a place dedicated to photography and videography near where you live... What would you like to find there?

2015-2026 trends



1. VINTAGE CULTURE

A physical location that sells or rents vintage equipment (Super 8 camera, Super 8 film, projector, slides,...) 18% +8 pts

A darkroom for developing photos taken with film cameras 18% +5 pts.

2. EXPERIMENTATION WITH DEVICES AND ACCESSORIES

The possibility of viewing photos or videos taken with devices on display 21% +3 pts.

The possibility of renting devices or accessories 23% +2 pts.

A loan / rental service between individuals 17% +4 pts.

3. CONCEPT STORE

A sales area with state-of-the-art devices and accessories 21% +5 pts.

An area where one can purchase original items (limited editions, rare objects, fun accessories, special printing equipment, etc.) 16% +4 pts.

4. COMMUNITY MEETING HUB

Convivial area (café, restaurant, ...) 23% +2 pts

A community of photographers/videographers with whom you can interact 17% +3 pts.

Exhibitions of the works of famous photographers/videographers 17% +4 pts.



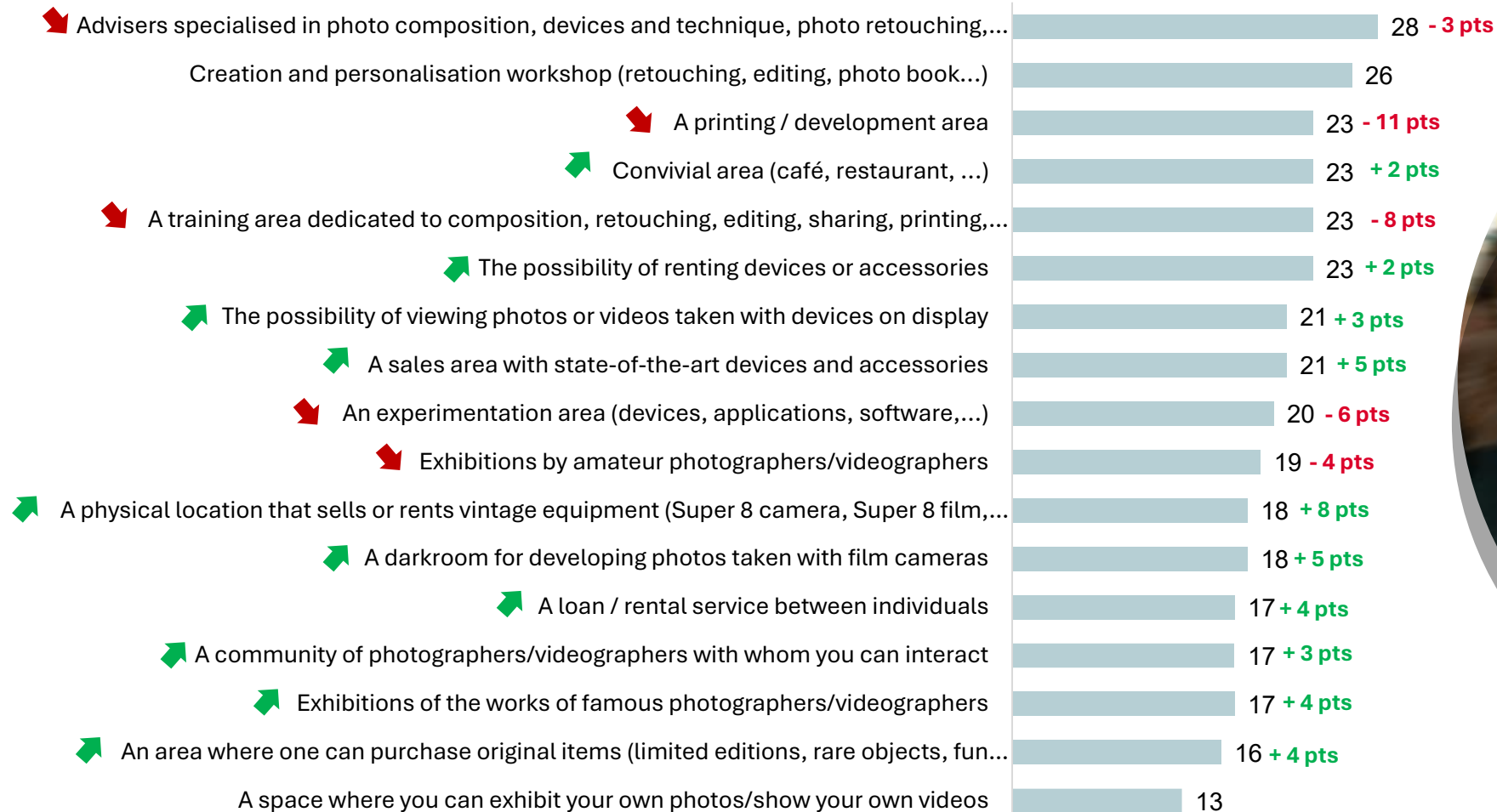
From a venue providing services in 2015... printing, training, advice...

to a venue revolving around experiences in 2026... vintage, experiences, community, circular economy

The exponential rise of vintage and immersive experiences are redefining the ideal photography venue

Imagine a place dedicated to photography and videography near where you live... What would you like to find there?

Evolution vs. 2015*

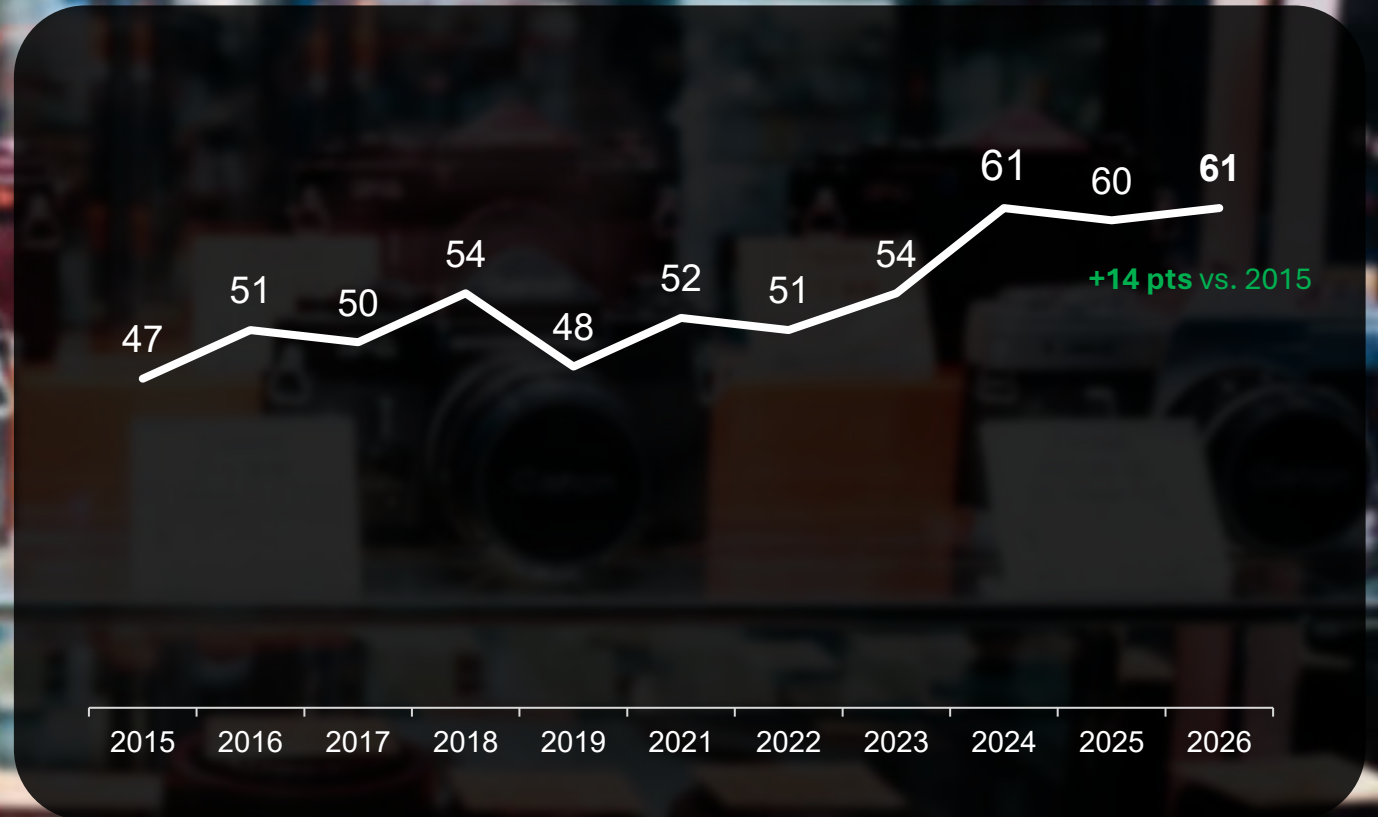




**Photography enthusiasts
continue to want to
equip themselves**

Purchase intentions remain at their highest historical levels

% Intend to purchase at least one device in the next 6 months



No single device dominates purchase intentions, which is the sign of a diversified market

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

AT LEAST ONE DEVICE	61% (+14pts vs. 2015)	vs. 2025	vs. 2015
REFLEX	14%	- 2 pts	+ 2 pts
HYBRID	13%	Stable	+ 9 pts
BRIDGE	12%	+ 2 pts	+ 9 pts
COMPACT	12%	Stable	+ 5 pts
INSTANT CAMERA	10%	Stable	+ 7 pts
TABLET	8%	Stable	Stable
ACTION CAMERA SUCH AS GOPRO	8%	Stable	+ 3 pts
DRONE	6%	Stable	+ 3 pts
SMARTGLASSES	5%	Stable	x
360-DEGREE CAMERA	5%	Stable	x
CAMCORDER	5%	Stable	+ 2 pts
CHILDREN’S CAMERA	3%	Stable	+ 2 pts
FILM CAMERA	2%	Stable	Stable
DISPOSABLE CAMERA	1%	Stable	Stable



Accessories preserve their appeal on the long term despite a more even distribution in 2026

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

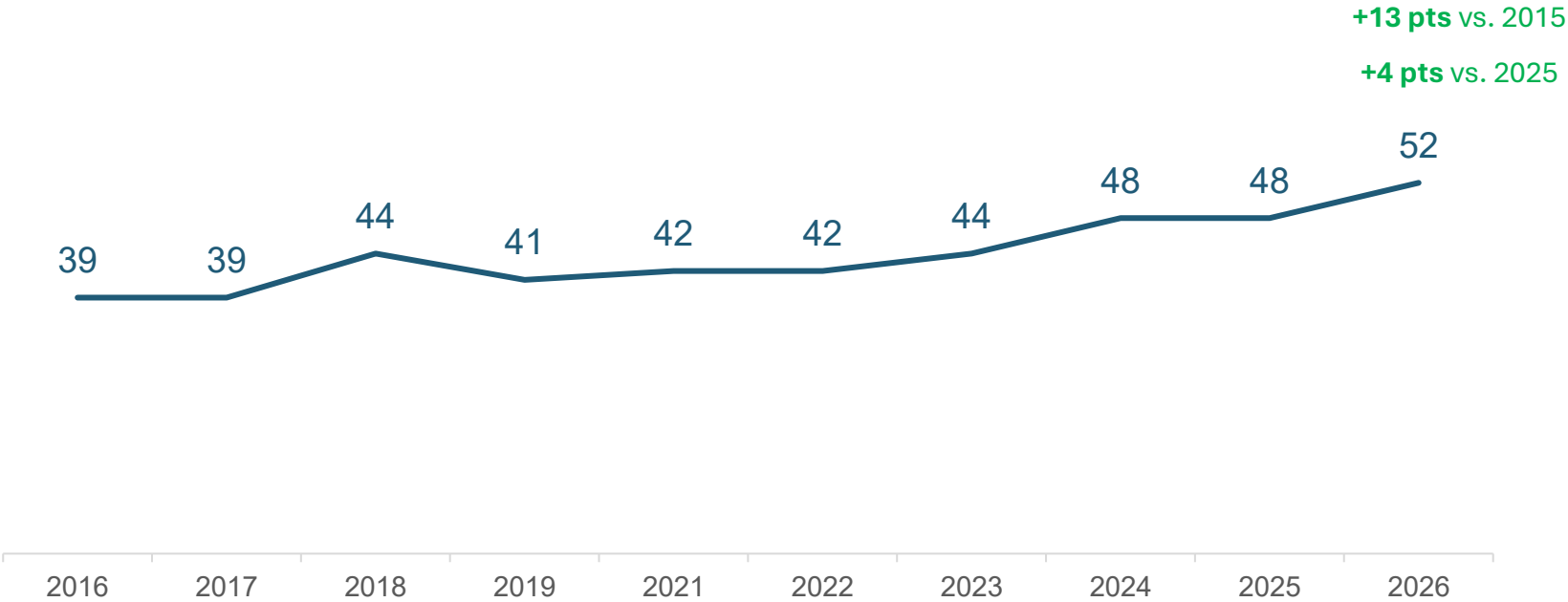
AT LEAST ONE ACCESSORY	44% (- 6 pts vs. 2025)	vs. 2025	vs. 2015
Tripod	10%	- 4 pts	+ 6 pts
Extra battery	9%	- 2 pts	+ 4 pts
Flash	9%	Stable	+ 7 pts
Smartphone handle which provides similar ergonomics to a professional device	8%	Stable	X
Perche à selfie	8%	- 2 pts	+ 4 pts
Smartphone cage which enables to hold it in place firmly and ascertain stability and safety	8%	+ 2 pts	X
Portable photo printer (10x15 printing...)	7%	Stable	+ 5 pts
Stabiliser (e.g. Gimbal)	7%	- 2 pts	+ 2 pts
Photography bag (pouch, backpack, case, etc.)	7%	Stable	+ 3 pts
Microphone	7%	- 2 pts	+ 5 pts
Filter	7%	Stable	+ 4 pts
Physical smartphone printer (protection, polarising, UV)	6%	Stable	X
Rechargeable photo printer (e.g. Instax Share, Zoemini)	5%	Stable	Stable (vs. 2019)
All-in-one and photo printer	4%	Stable	Stable
Waterproof housing (for underwater photography)	4%	Stable	Stable
Smart auto-tracking device	3%	Stable	Stable (vs. 2021)
Virtual reality headset	2%	- 2 pts	Stable (vs. 2016)
AT LEAST ONE LENS	32%	- 2 pts	+ 14 pts
Standard/normal lens (e.g. 24-70mm)	8%	Stable	+ 3 pts
Fixed focal length lens (e.g. 20mm, 50mm, 800mm)	8%	Stable	+ 2 pts
Telephoto lens (e.g. 70-200mm)	7%	- 4 pts	Stable
Smartphone lens	7%	Stable	+ 2 pts
Wide angle lens (e.g. 14-24mm)	7%	Stable	Stable
Fixed focal length macro lens	6%	Stable	+ 2 pts
Fisheye (e.g. 10.5mm)	1%	Stable	Stable



Apart from equipment itself,
manufacturer applications are now used
by a majority of amateur photographers

**Use of applications created by the manufacturer of
your photography/camera equipment** ↗

% Do so





**Expectations are evolving:
image quality, convenience,
as well as photo/video
hybridization**

For the last 200 years, achieving the best possible image has been an ongoing quest
 ➔ **Today, growing expectations in terms of convenience and video are being added to the mix**

According to you, what should camera BRANDS/MANUFACTURERS IMPROVE IN PRIORITY?

		vs. 2025	vs. 2015
➡ PICTURE QUALITY	41%	+ 2 pts	- 8 pts
➡ Light-weight equipment	31%	+ 2 pts	Stable
➡ Instructions	30%	+ 3 pts	+ 2 pts
Lens (power, quality...)	30%	Stable	- 11 pts
➡ Battery life	28%	+ 2 pts	- 8 pts
User-friendly (menu / buttons)	26%	Stable	- 12 pts
Quality of the viewfinder	22%	Stable	+ 5 pts
Speed (e.g. burst mode, focus, display,...)	18%	Stable	- 10 pts
➡ Video mode (e.g. 4K video)	18%	+ 2 pts	+ 3 pts
➡ Viewfinder	17%	+ 3 pts	- 3 pts
➡ Panoramic/360° function	16%	- 3 pts	- 4 pts

		vs. 2025	vs. 2015
Ruggedness (shock resistance, waterproofness...)	15%	Stable	- 14 pts
Environmental considerations (recyclable parts...)	15%	Stable	- 6 pts
Accessories	14%	Stable	+ 6 pts
Design / Aesthetics	14%	Stable	+ 5 pts
Small-size / compactness	13%	Stable	Stable
Voice control option 2018	11%	Stable	Stable
The possibility of creating effects (automatic filters, superimposed patterns/shapes/icons...)	11%	Stable	- 4 pts
Access to retouching functions/ applications	10%	Stable	- 4 pts
Access to instant sharing functions/ applications	8%	Stable	Stable
Access to fun functions/ applications	8%	Stable	+ 2 pts
Access to print control functions/ applications	8%	Stable	Stable

Smartphones need to provide irreproachable photographic quality

When I purchase a smartphone, a very high-quality camera is one of the key criteria for me

*

% Total agree

76%



A collection of printed photographs is scattered on a wooden surface. In the background, a pair of black-rimmed glasses and a potted plant are visible. The scene is softly lit, creating a warm and nostalgic atmosphere. A dark, semi-transparent circular overlay is positioned on the right side of the image, containing the text for this section.

04

PRINTED PHOTOS
Simply irreplaceable



Despite
digitalization,
prints preserve
all their appeal

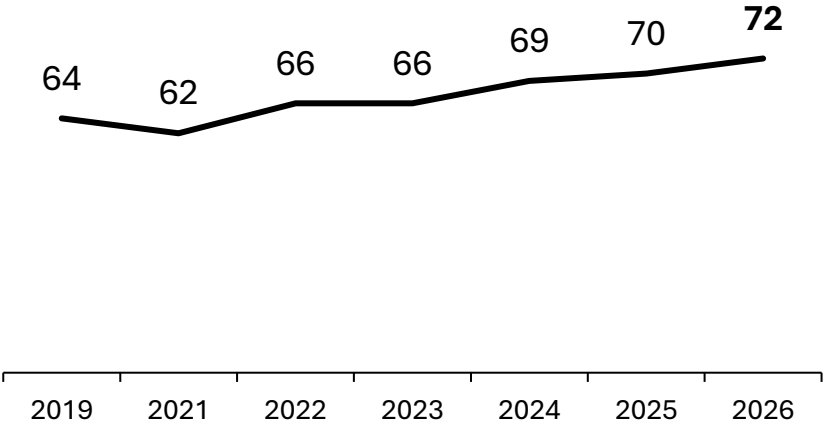
Printed photos with a vintage design continue to gain popularity

I love printed photos with a retro / vintage design



% Total agree

+8 pts vs. 2019

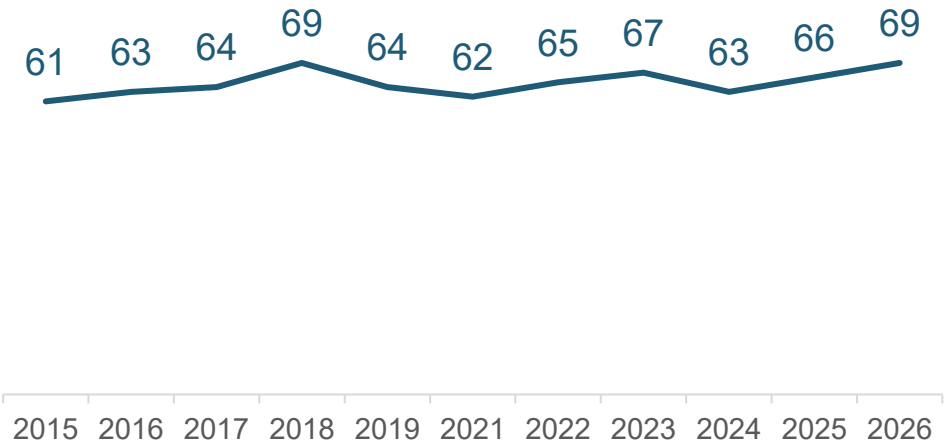


200 years of evolution,
yet printed photos
seem more than ever irreplaceable

Nothing can replace a printed photo ↗

% Total agree

+3 pts vs. 2025
+8 pts vs. 2015



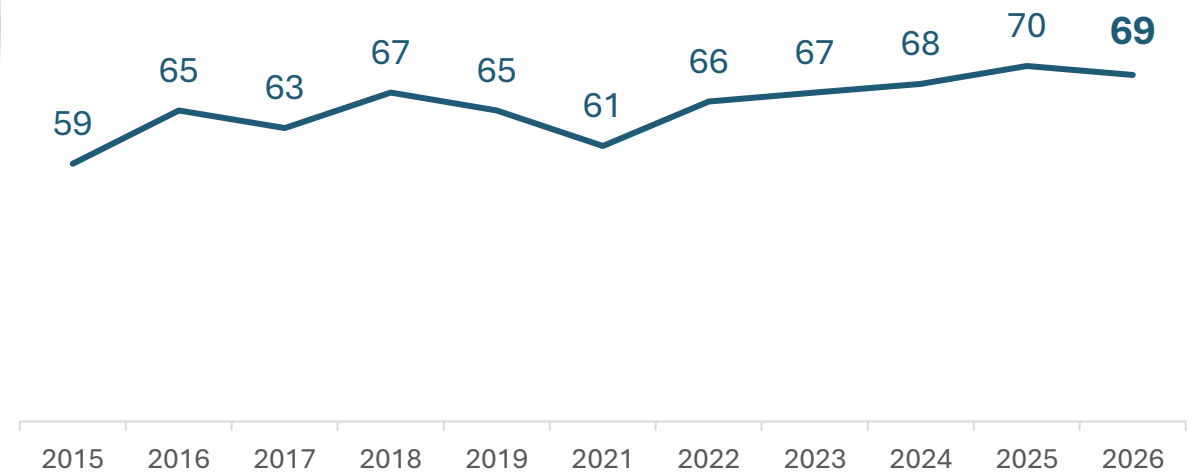


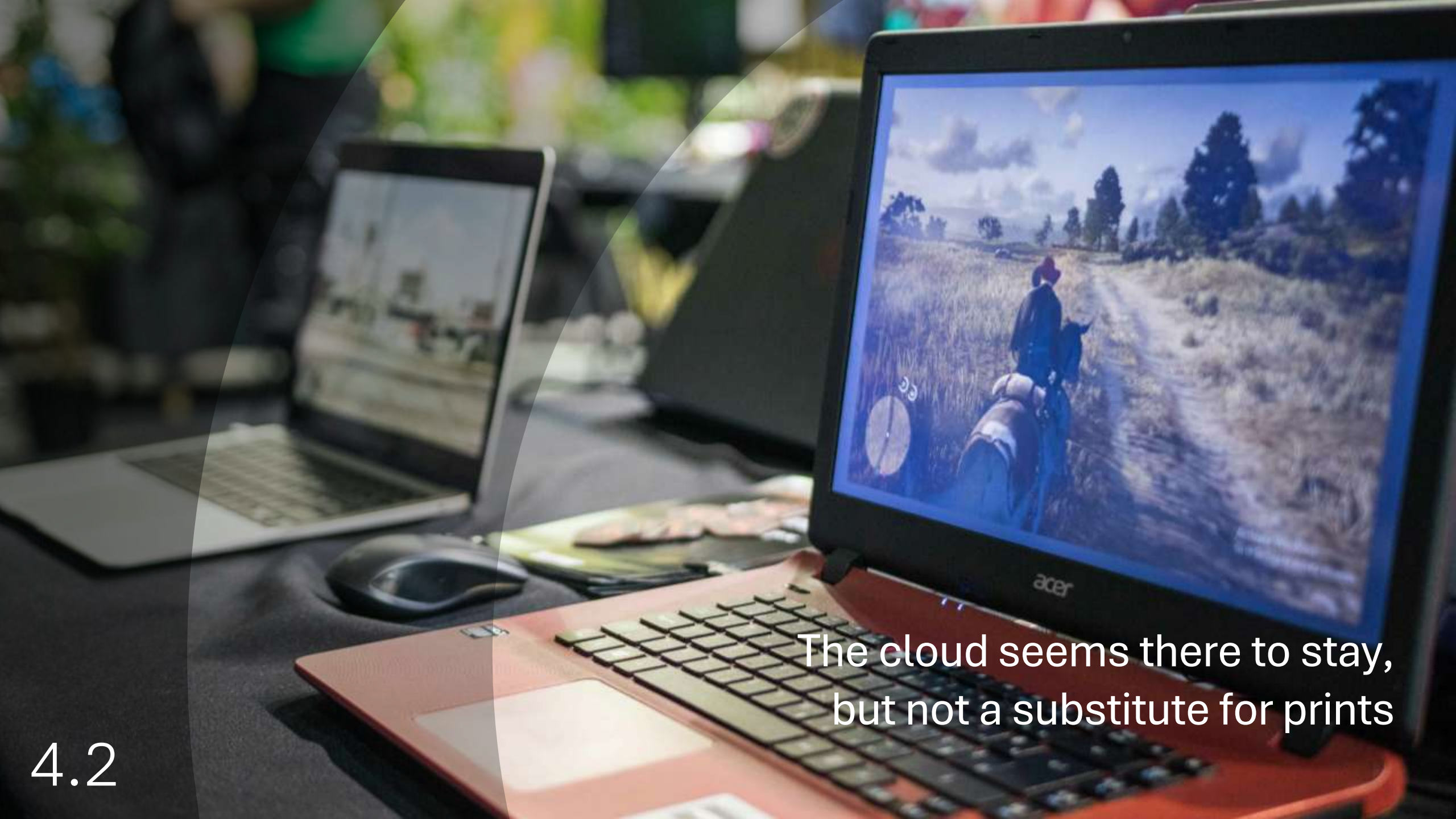
A vast majority of photography enthusiasts take pleasure in putting albums together

I love creating and putting together photo albums

% Total agree

+10 pts vs. 2015





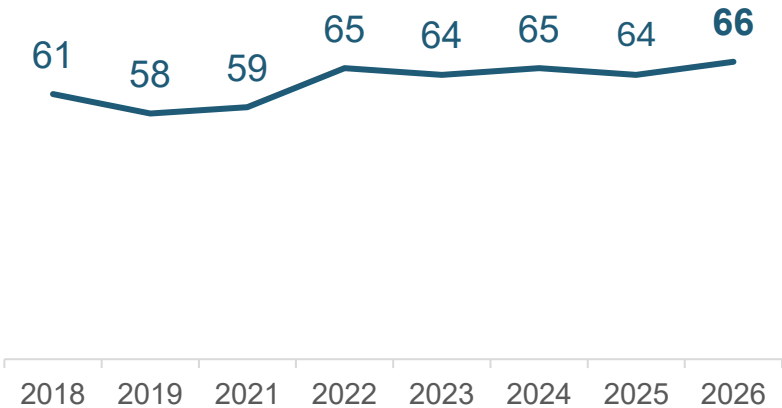
The cloud seems there to stay,
but not a substitute for prints

Although printed images remain irreplaceable, the cloud is now firmly and lastingly established, and has won the trust of photo/video enthusiasts for the storage of their files and personal data

I trust the “cloud”
(private online storage space) for long-term 
storage of my photos

% Total agree

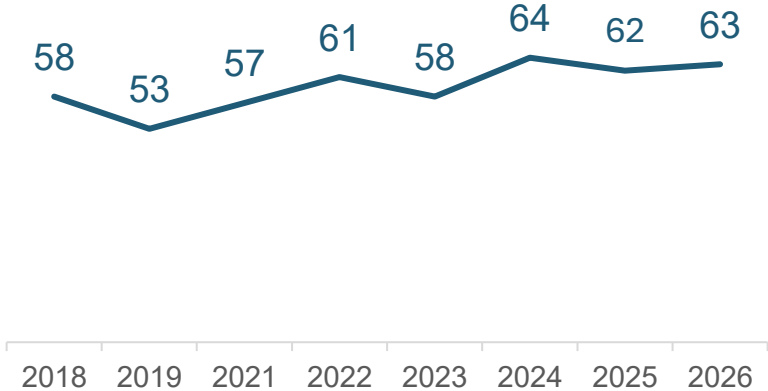
+5 pts vs. 2018



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

% Total agree

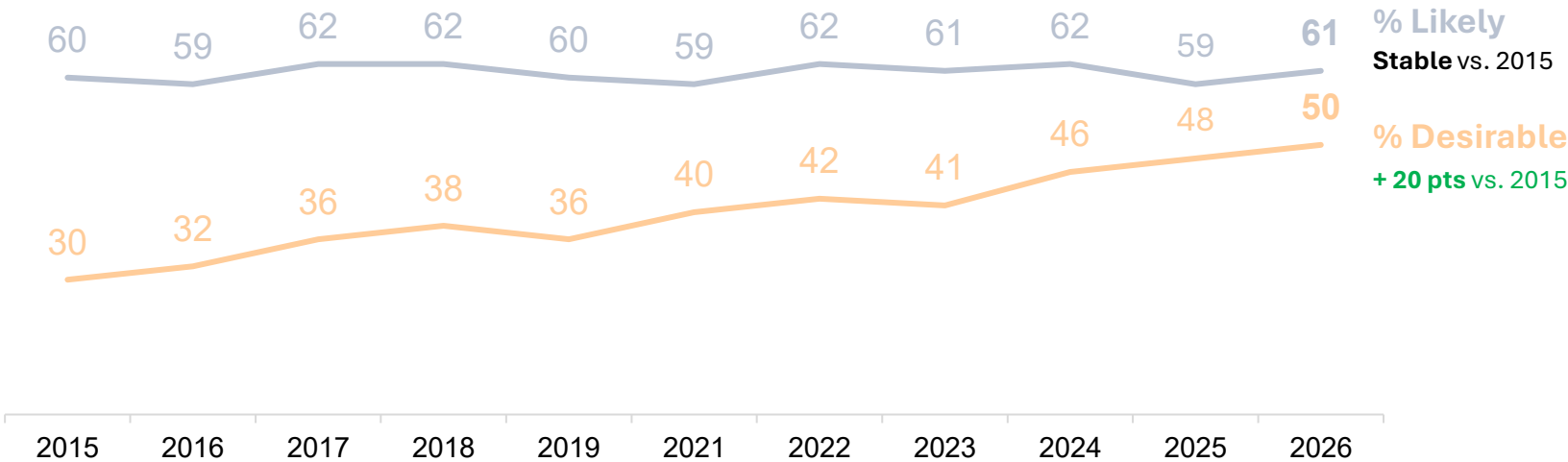
+5 pts vs. 2018





In 2026, the “all cloud” crosses a symbolic threshold: one in two people who take photos/videos are in favor

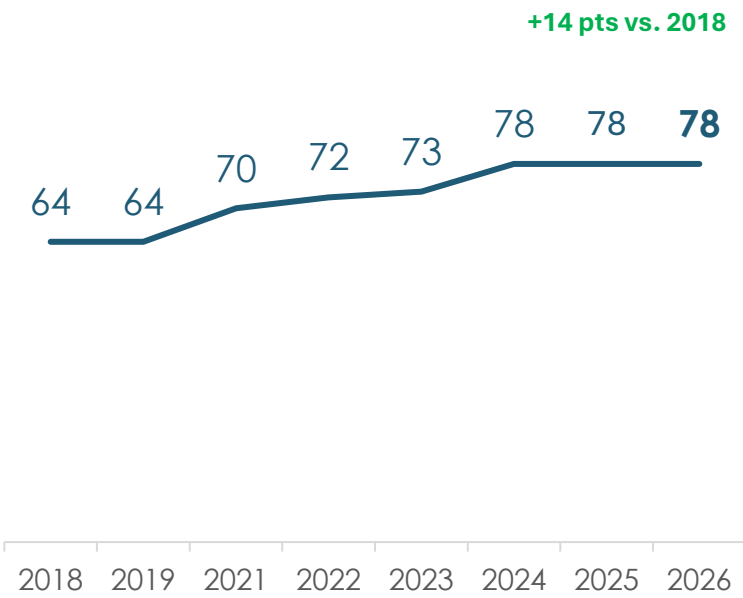
In the years to come, **all our photos will be stored on the “cloud”**
(private online storage)



ARCHIVING ON A CLOUD
PLATFORM /
PERSONAL ONLINE STORAGE
SPACE

% Total do so

+14 pts vs. 2018



Cloud and photo printing

now coexist

on a massive scale

PRINTING

% Total do so



2015 2016 2017 2018 2019 2021 2022 2023 2024 2025 2026

Base: total take photos
1,070 people aged 15-65

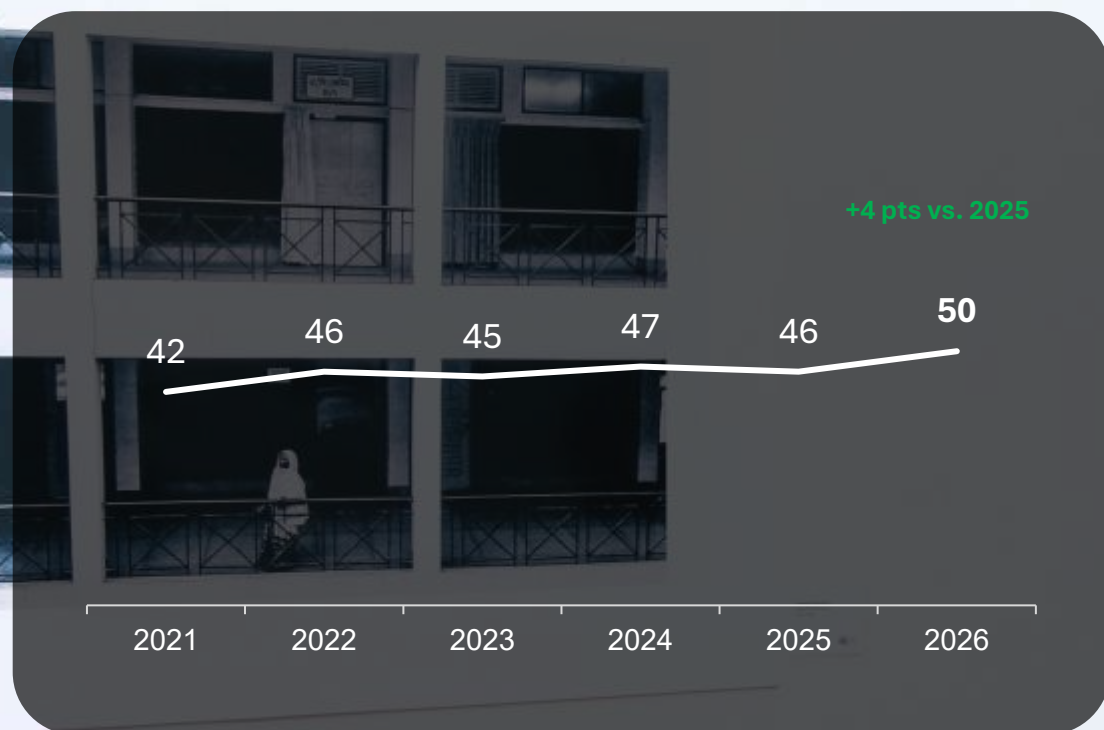


Printed photos are also
asserting themselves as a
cultural and creative practice

Increasing interest in visiting photography fairs, as well as physical or virtual locations

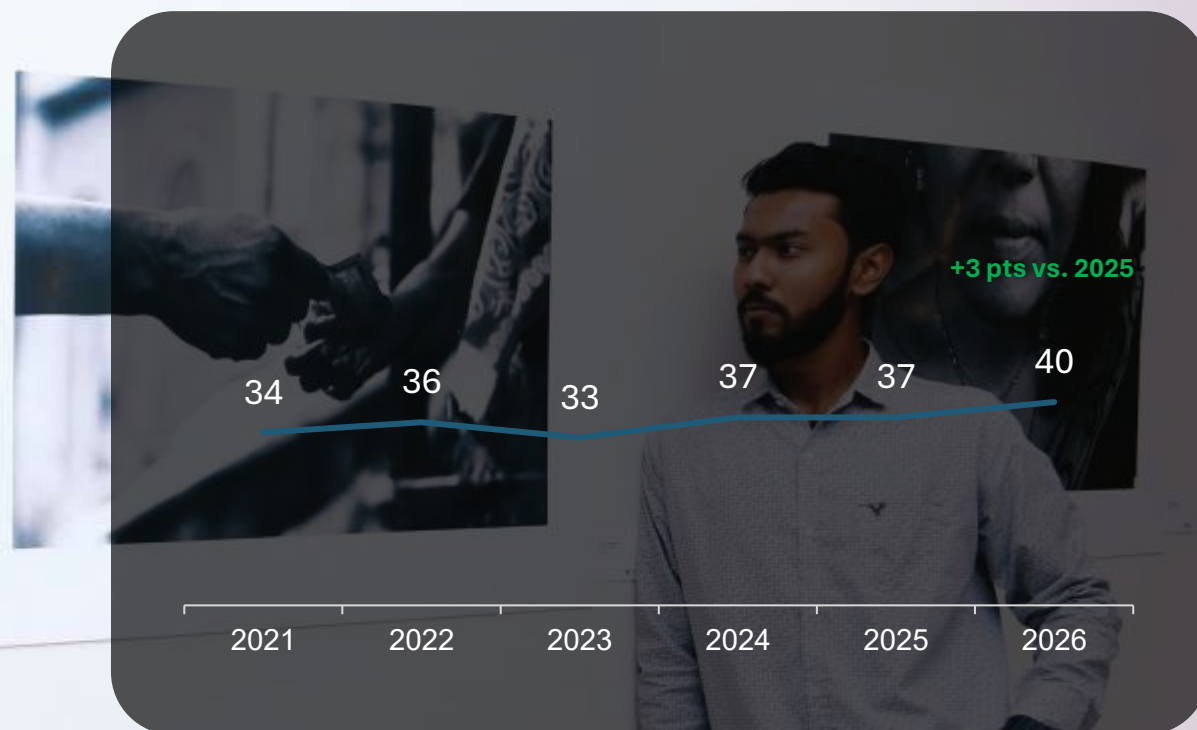
Visiting a photography exhibition in a physical location 📌

% Want to do so



Visiting a photography exhibition in a virtual gallery 📌

% Want to do so



One in three amateur photographers now express willingness to sell prints of their photos, or sell their photos online

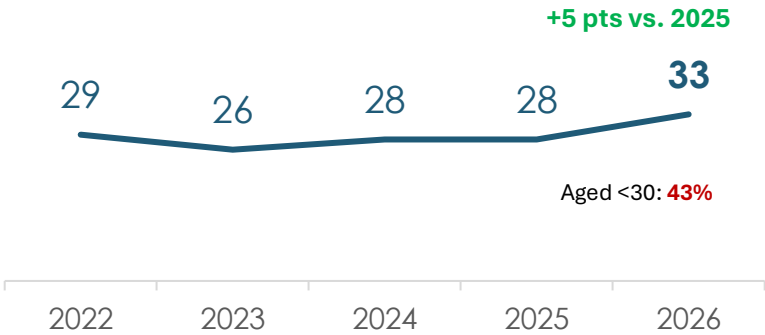
Selling prints of my photos ↗

% *Want to do so*



Selling my photos online ↗

% *Want to do so*



Base: total take photos
1,070 people aged 15-65

Purchasing printed photos
from galleries or photographers:
a practice on the rise!

Purchasing printed photos

from galleries

or photographers ↗

+8 pts vs. 2025

45%

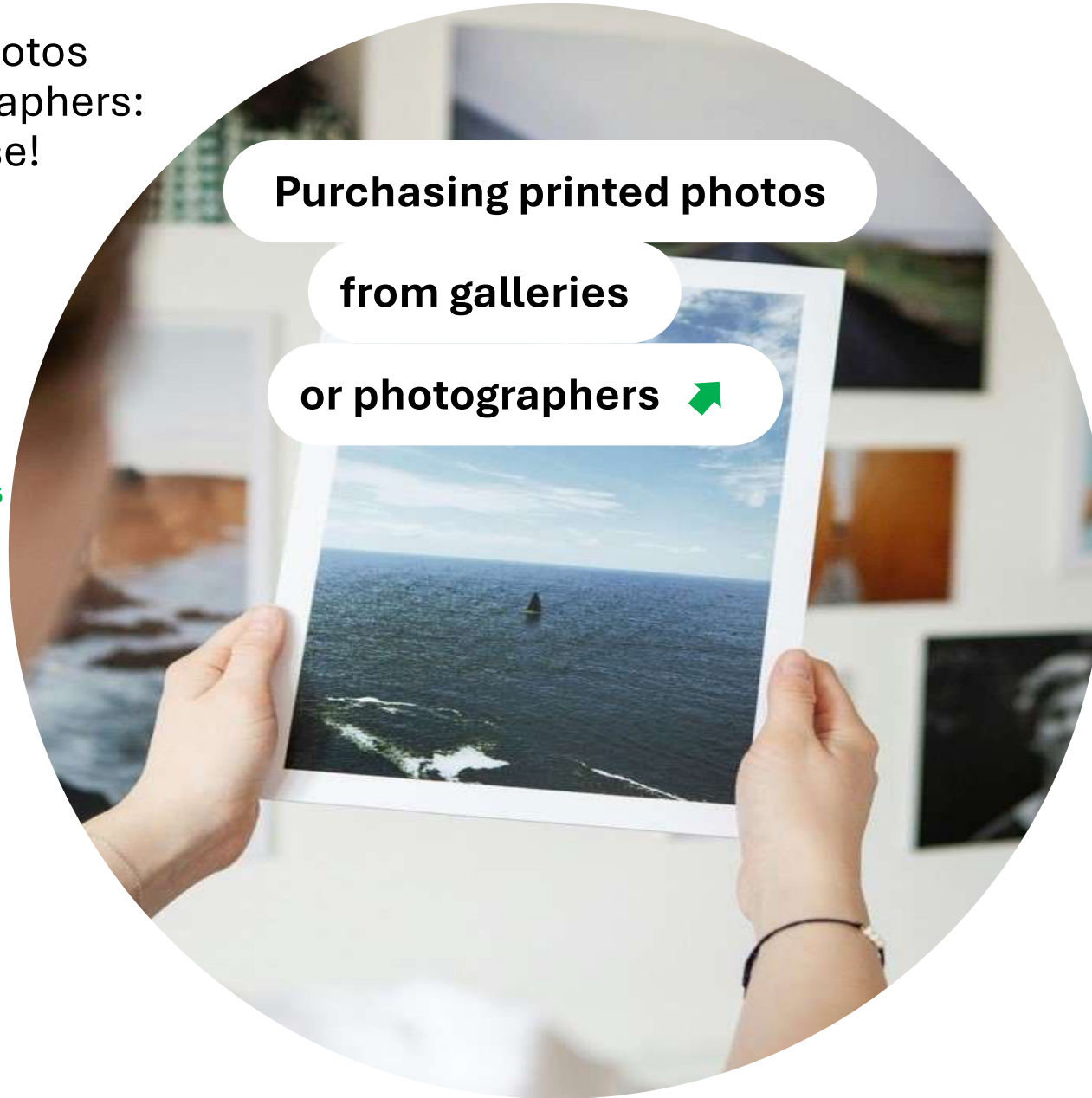
Have wanted to do so

Aged 15-29: 54%

+3 pts vs. 2025

18%

Have already done so



Interest in photography and videography
from the standpoint of visual culture is developing substantially

Purchasing books about
photography or videography

% Want to do so

+3 pts vs. 2025

40%

Of whom 15% “already do so”

Stable vs. 2025



Viewing documentaries or listening
to podcasts about photography or
videography

% Want to do so

+4 pts vs. 2025

41%

Of whom 16% “already do so”

Stable vs. 2025

4.4



Printing habits are evolving
and getting reinvented

One in two amateur photographers use smartphone applications to print their photos

Use of smartphone applications to print my photos

% Total do this



+12 pts vs. 2019

< 30 years old: 60%

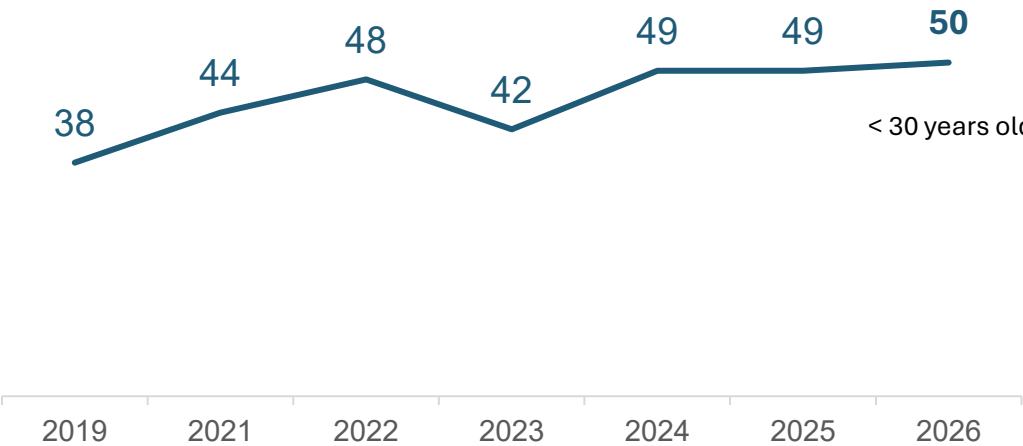


Photo-video hybridization is particularly appealing for younger generations: half of those aged 15-29 would like to create an enhanced album

37%

Have wanted to do so

Aged 15-29: 51%

Creation of a photo album integrating QR codes
that enables to view video
associated with specific moments

11%

Have already done so

Aged 15-29: 18%

Extracting still images from videos in order to print them is already a well-established practice

Extraction of still images from
videos in order to print them *

% DO SO

50%

Aged 15-29: 60%

And 32% do not do so but would like to

→ In total, **82% of amateur
photographers are thus receptive to
this process**



Base: total take photos
1,070 people aged 15-65

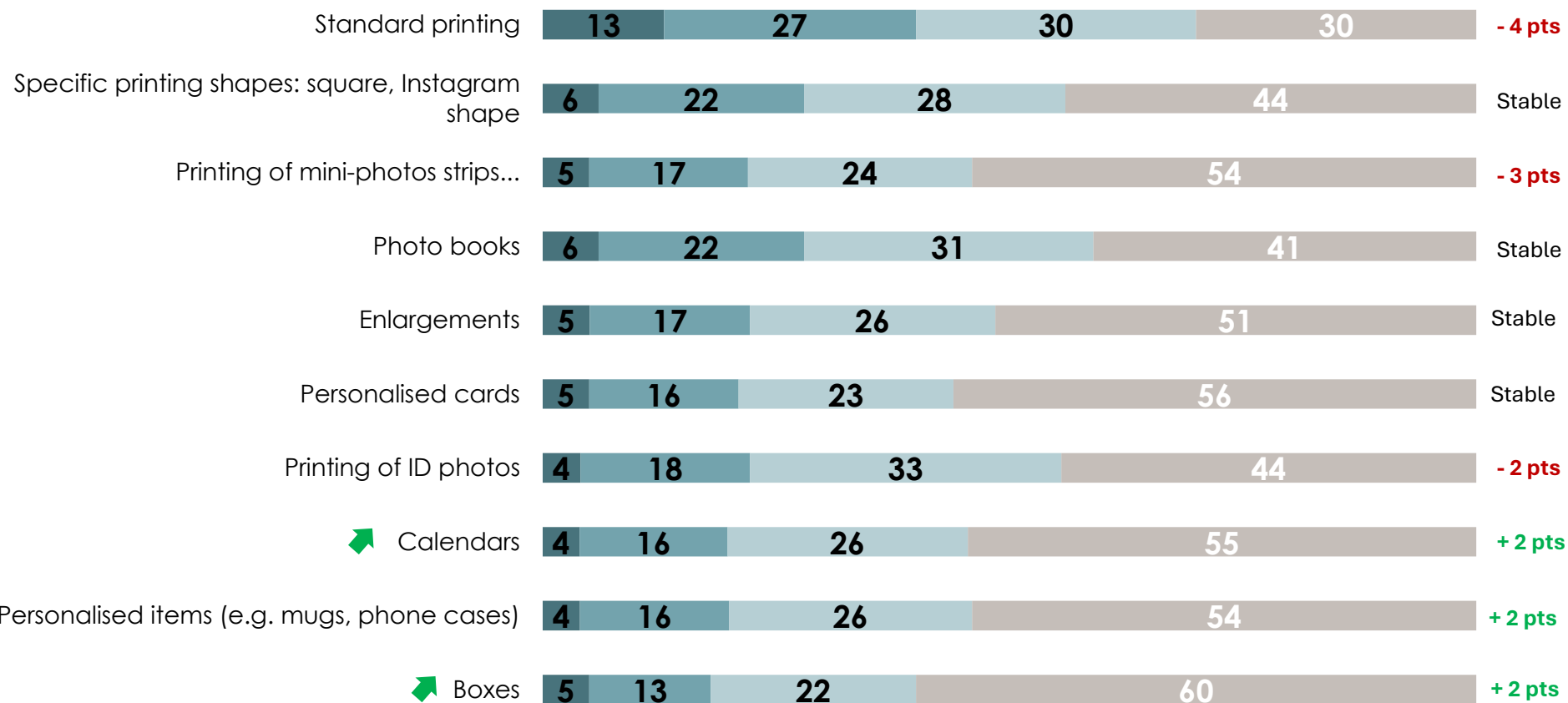
* New item 2026

Calendars, objects, boxes: creative printing projects are the most dynamic in 2026

DURING THE PAST 12 MONTHS, how many times have you carried out the following TYPES OF PRINTING?

Evolution “% do so” vs. 2025

■ 5 or more ■ 2 to 4 times ■ 1 time ■ None



The physical point of sale, far from having said its last word, confirms its positive dynamic

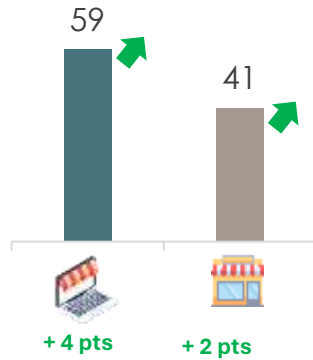
DURING THE PAST 12 MONTHS, how have you carried out your printing?



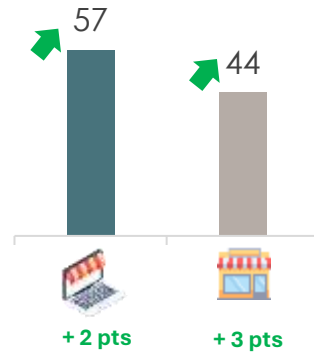
INTERNET/APP OR PHYSICAL STORE
Evolutions vs. 2025



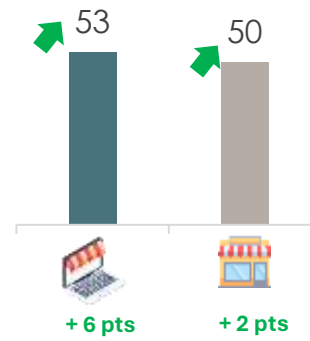
Standard printing
(e.g. 10X15 size)



Specific printing shapes:
square, Instagram shape...



Printing of mini-photos,
strips...,.



Printing of ID photos

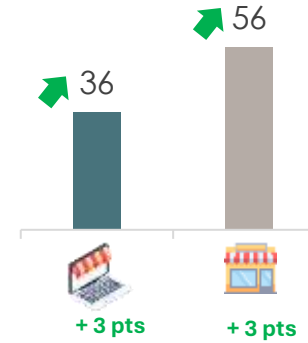
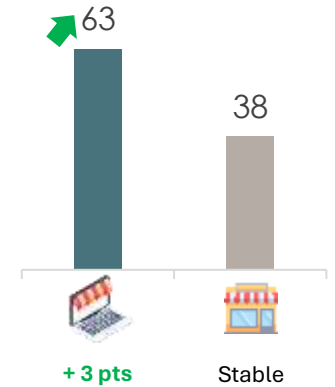
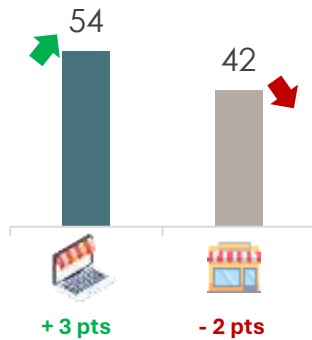


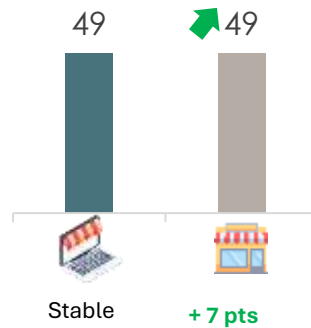
Photo books



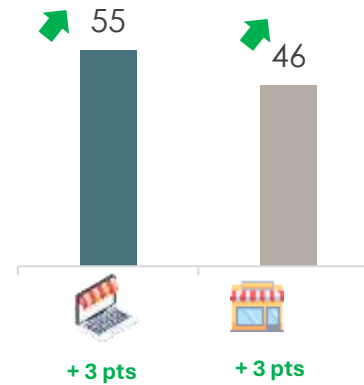
Calendars



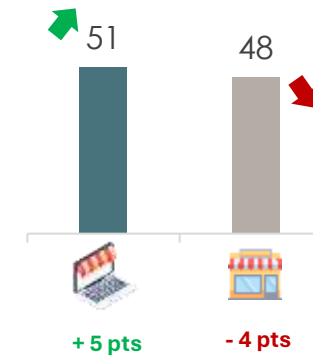
Personalised cards



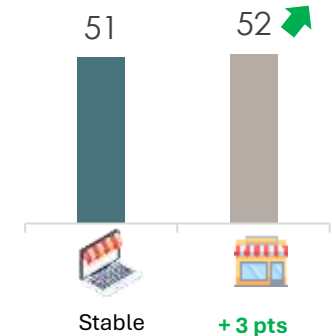
Personalisation of objects for
yourself or to offer as a photo
gift



Enlargements (e.g.
poster, framed photos...)



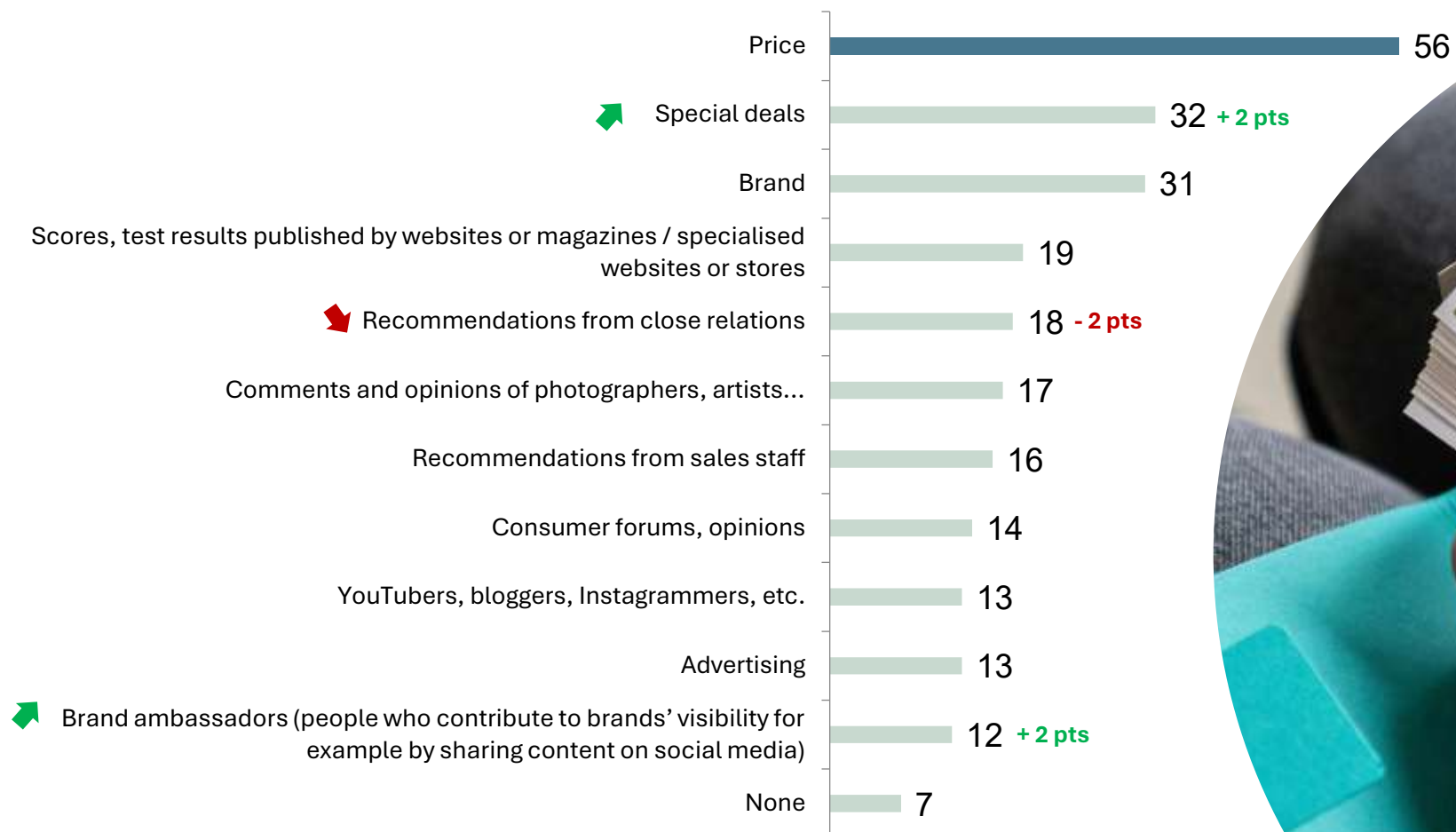
Boxes (attractive boxes
containing photos)



The choice rationale behind photo printing is evolving very little and remains dominated by price

When it comes to printers, what influences your choice most?

Evolution vs. 2025 *

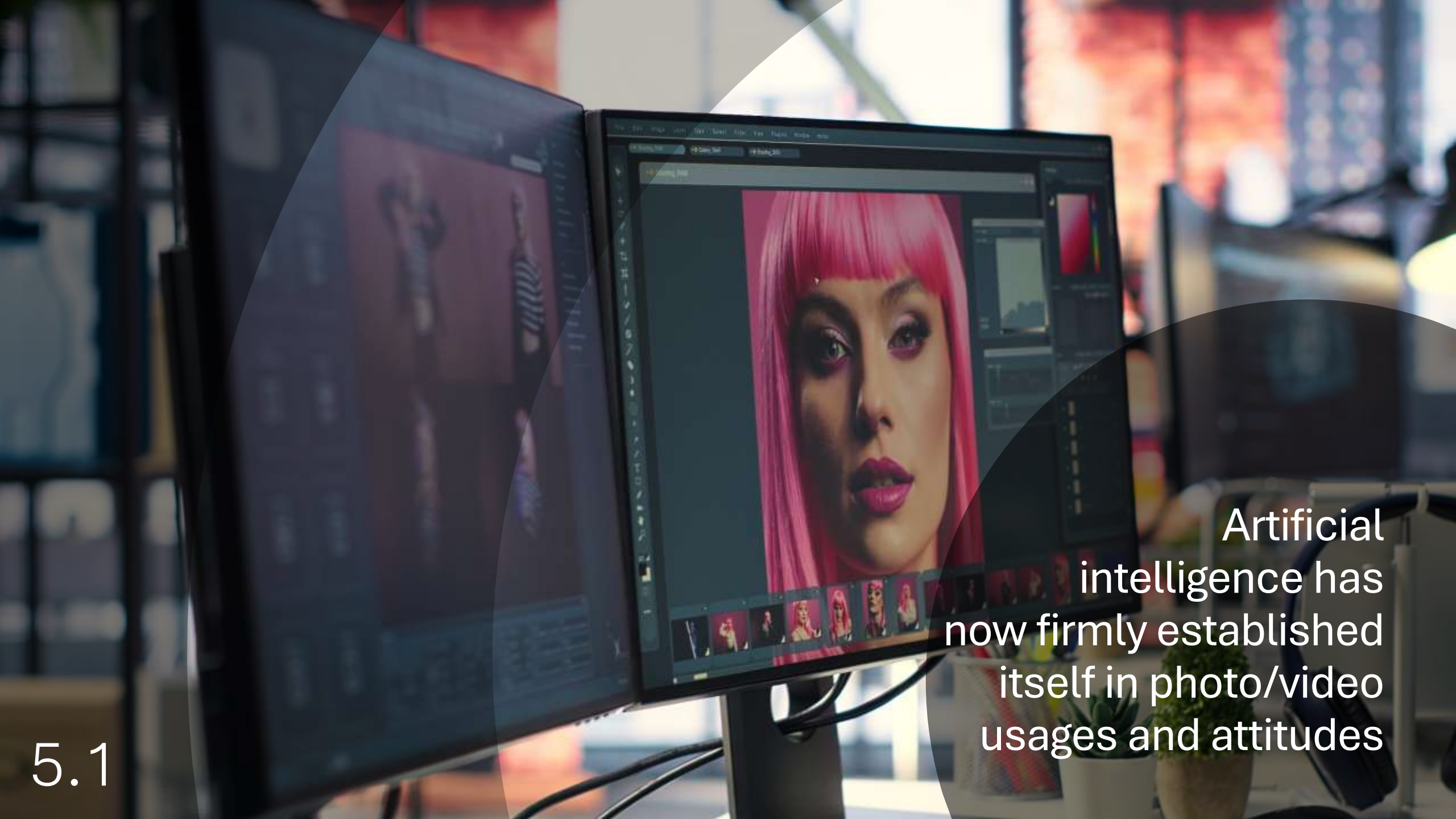




05

**After 200 years
of photography,
AI is redefining what
a “real image” is**

5.1



Artificial intelligence has now firmly established itself in photo/video usages and attitudes

AI is increasingly resorted to
in amateur photography/videography

**Use of artificial intelligence to assist me with photography
or videography** 
% Total do so

61 +4 pts vs. 2025
%



AI assistance with photography and videography: a development that is accepted by a majority

**I think it is a good thing that artificial intelligence can
provide me with assistance when it comes to
photography or videography**
(composition, retouching, editing, sorting, archiving...)

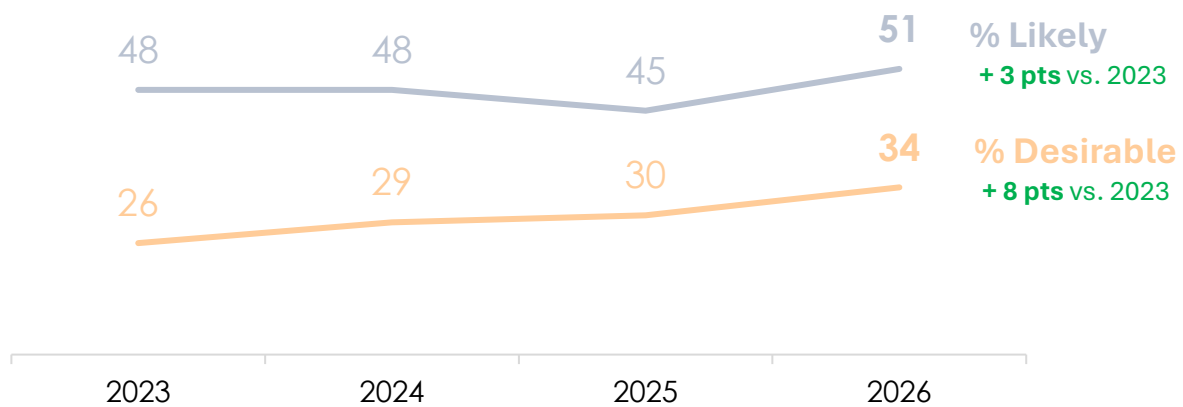
% Total agree

59% Stable vs. 2025

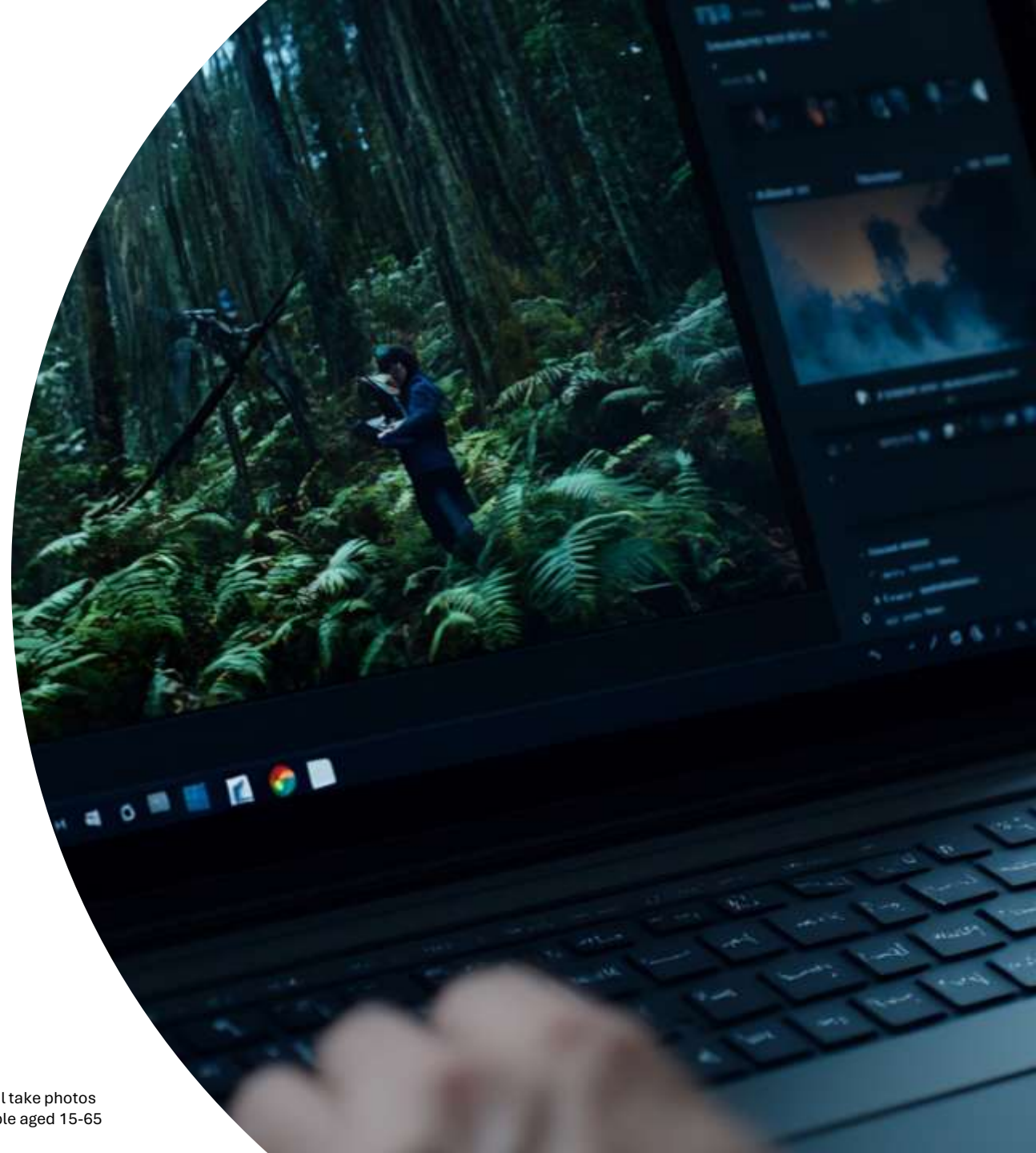


Systematic retouching by AI seems inevitable

In the years to come, **ALL PHOTOS WILL SYSTEMATICALLY
BE RETOUCHE**D BY ARTIFICIAL INTELLIGENCE

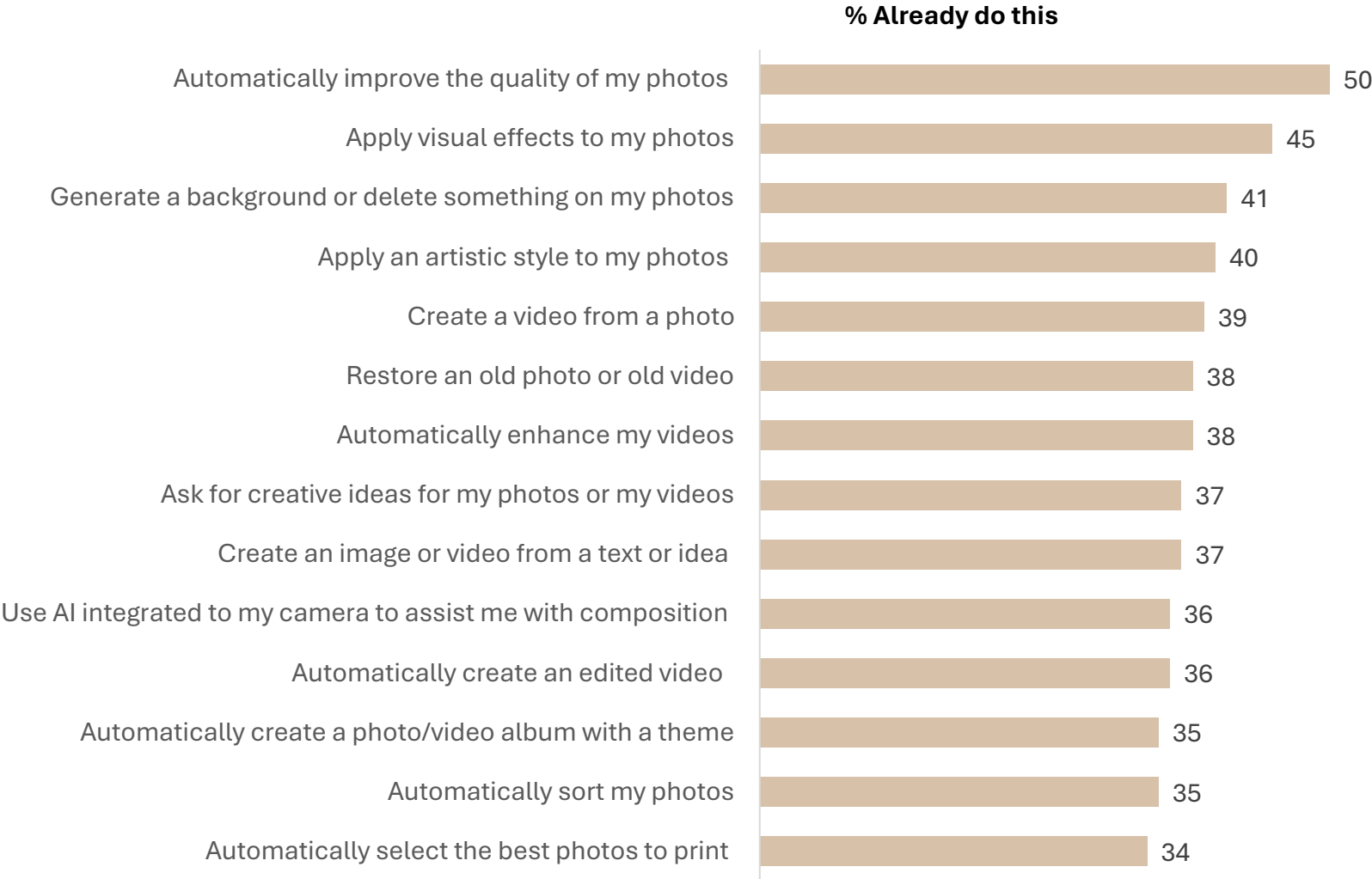


Base: total take photos
1,070 people aged 15-65



AI is used above all to improve the quality of photos

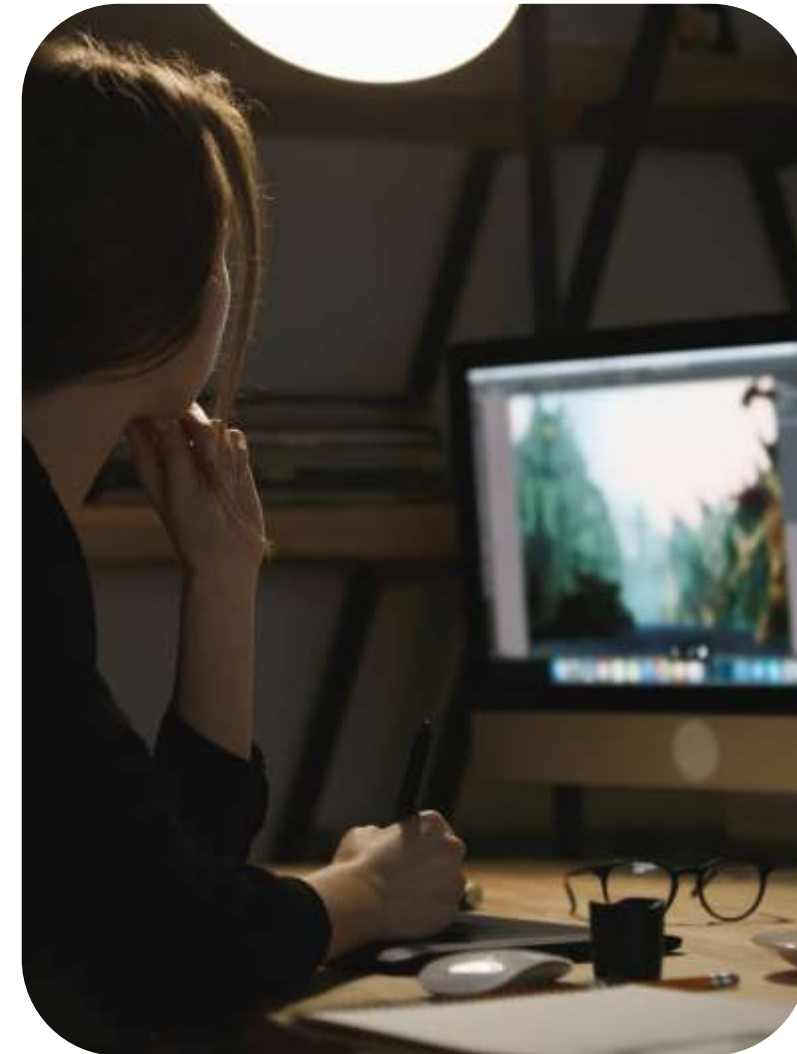
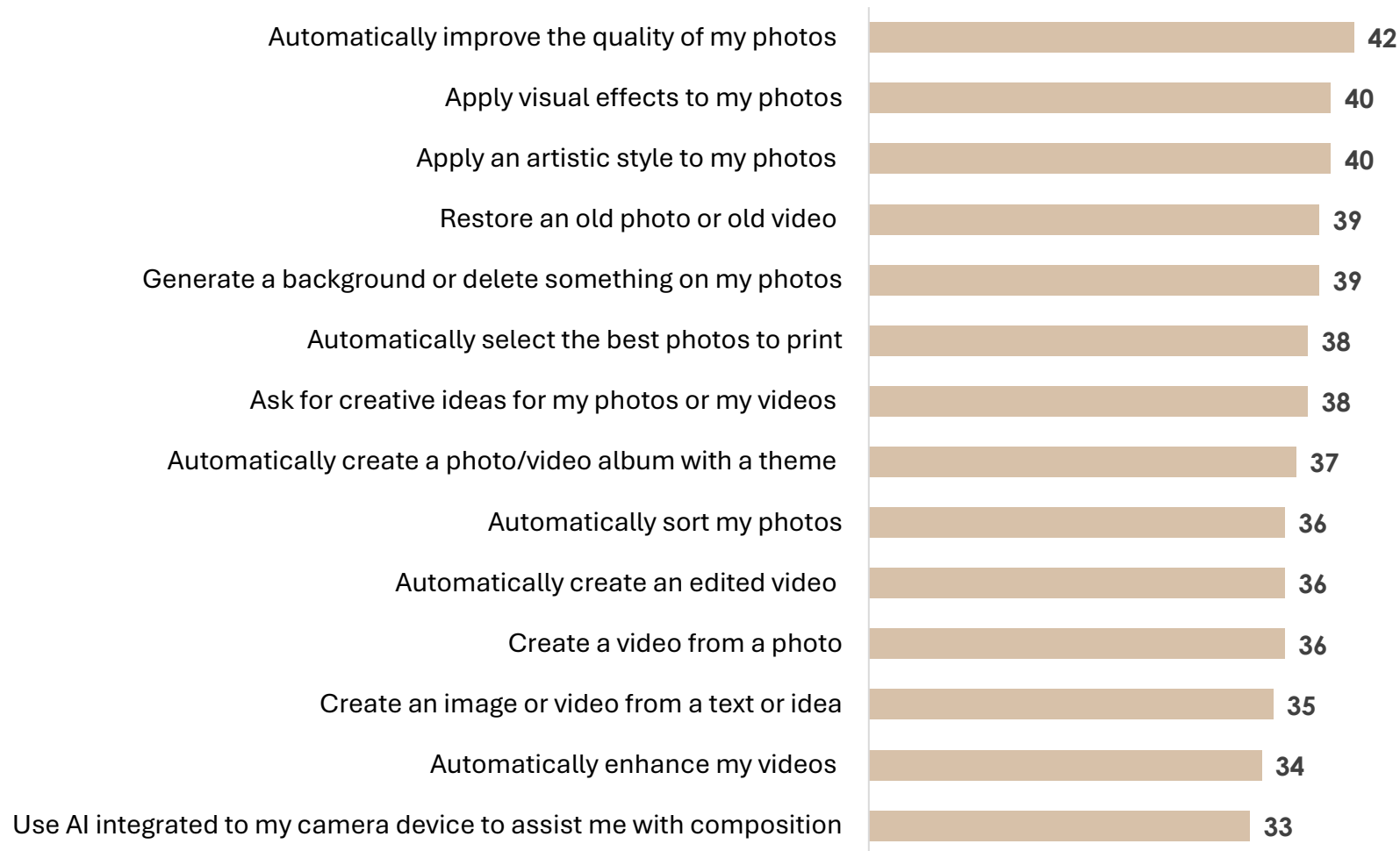
For each of the following actions linked to the use of artificial intelligence in the field of photography and videography, indicate what corresponds best to your current situation?



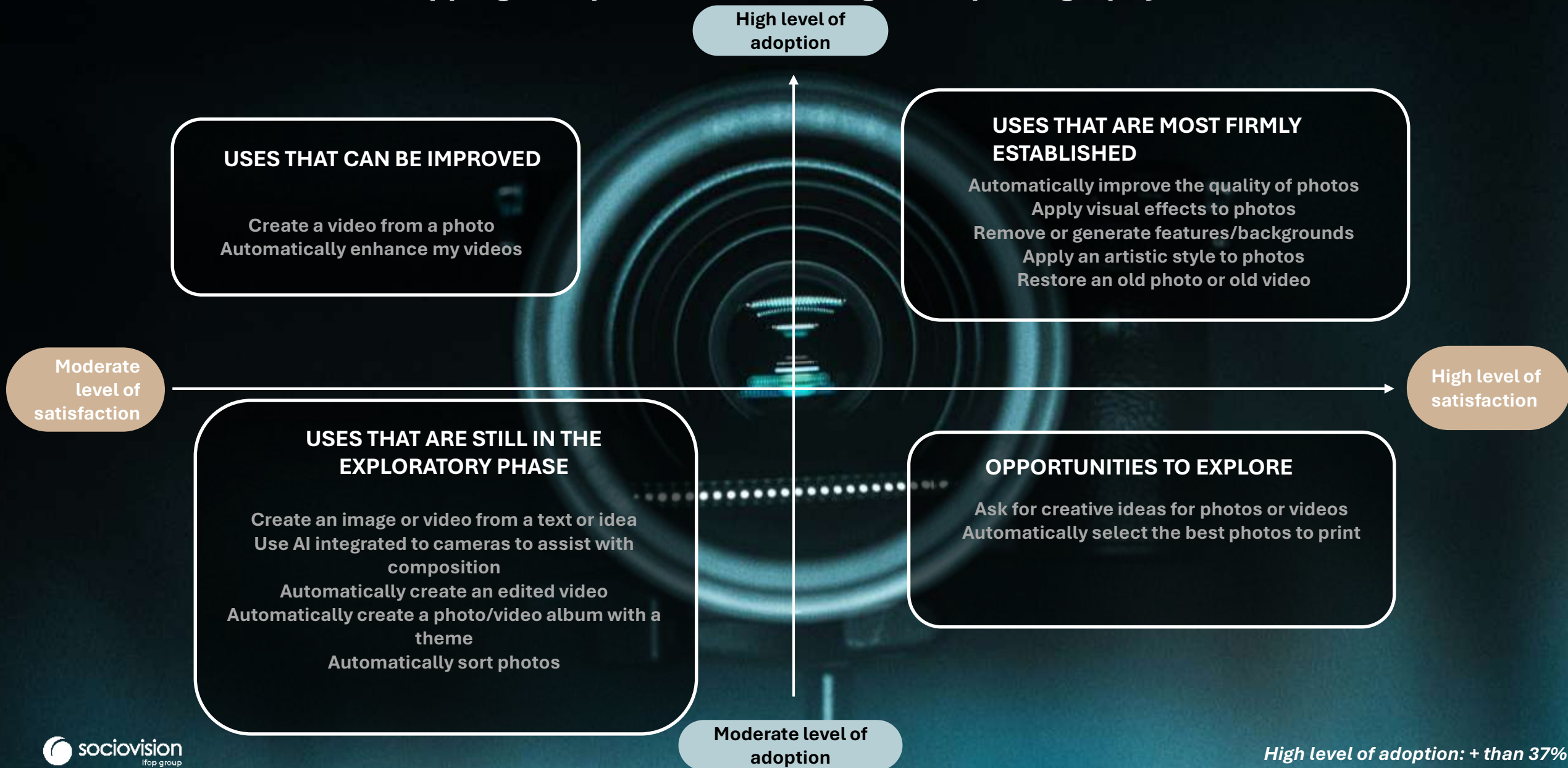
Little difference emerges regarding satisfaction between uses, with a slight advantage for visual improvement solutions

For each of the following actions linked to the use of artificial intelligence in the field of photography and videography, indicate what corresponds best to your current situation?

% **SATISFACTION** (% “do so already and are satisfied/ % do so already”)



Between established uses and promises to be implemented:
Mapping of expectations with regard to photography AI



Growing feeling that new devices
provide “too much” assistance via
integrated AI features

**I think the artificial intelligence in new cameras
does too much for me** ↗
% Total agree

66% + 6 pts vs 2025





5.2

What is a “real” photo
in the AI era?

But the idea that AI-generated images are real photos is not progressing among the public

According to me, photos generated by artificial intelligence are real photos

% Total agree

36%

- 2 pts vs. 2025

Aged 15-29: 46%

Aged 50-65: 15%

→ A debate that is also dividing the various generations





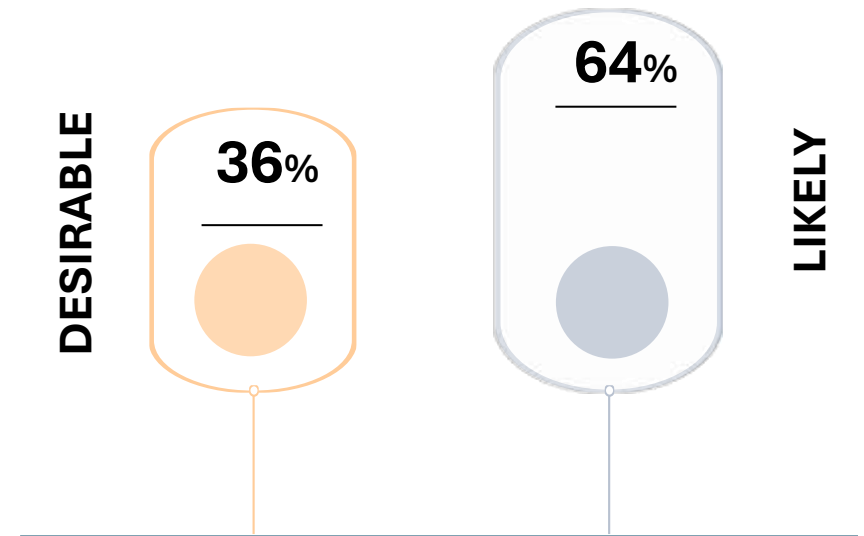
5.3

In a world of generated
images, a clear need for
authenticity

Amateur photographers are expecting an explosion of videos generated by AI online...
and are not thrilled by the idea



In years to come, **most videos we will see online
and on social media will be created by artificial
intelligence ***



The exponential rise in AI-generated content
is already triggering feelings of intense irritation



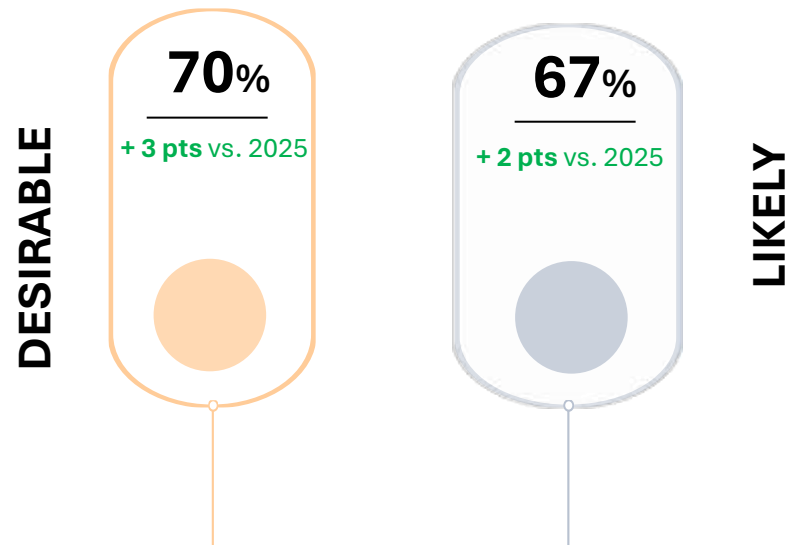
**It annoys me that there are more and more
photos or videos generated by artificial
intelligence ***

% Total agree

80%

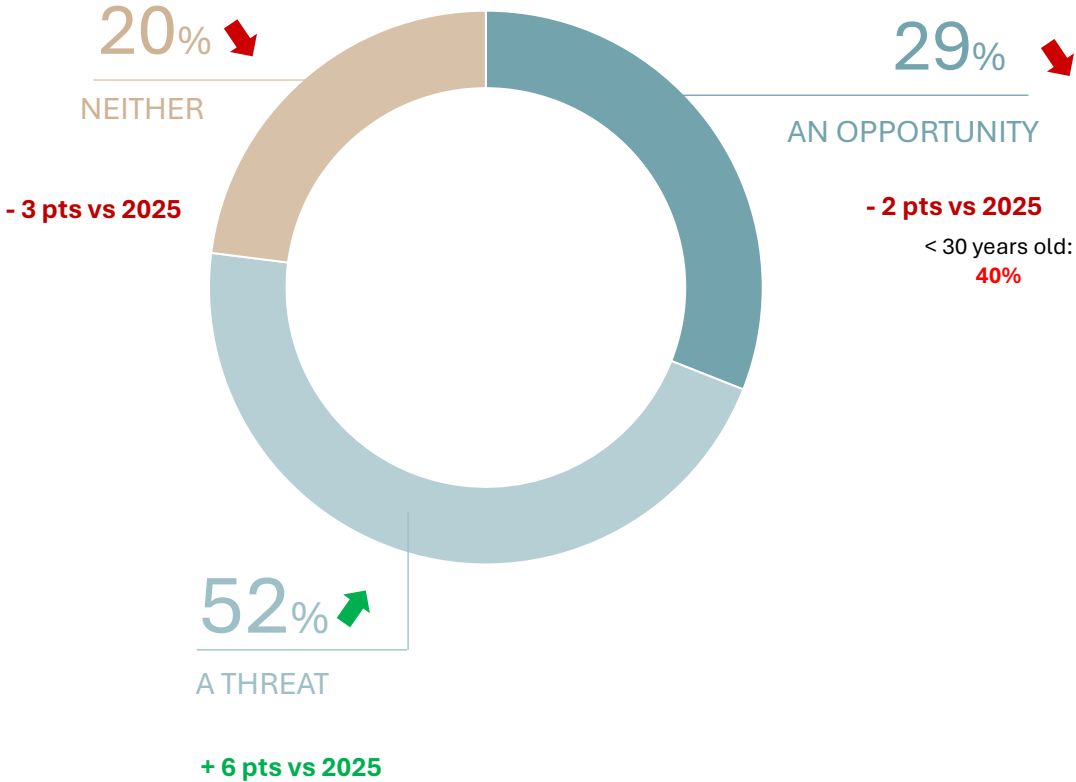
In the face of the increase in AI-generated content, the idea of an “AI-free” label is met with widespread approval and continues to progress

In years to come, **there will be a label that will enable me to tell whether photos and videos have not been created or modified using artificial intelligence**



The perception of AI as a threat is on the up again and has reached record levels

The fact that artificial intelligence can create photos is:



The feeling of having the ability to spot content generated by AI is increasingly considerably, and remains particularly high among the younger generations

I think I am able to recognise whether a photo or video has been created with artificial intelligence 

% Total agree

59% +6 pts vs. 2025

Aged 15-29: **69%** (stable)



CONCLUSIONS

TWO CENTURIES OF IMAGES,

EVER MORE WAYS TO NARRATE THE WORLD

WHAT IS STANDING UP TO THE PASSING OF TIME: PRINTS, HANDLING AND MEMORY

Two centuries after the invention of photography, the dedicated camera, the "click" and paper remain central to the very essence of photography.

- Purchase intentions remain at a historically high level, the feeling of expertise is growing and attachment to physical experimentation remains strong. Amateur photographers continue to want to handle devices, try them out, compare them and get advice before buying.
- The printed image is displaying the same resilience. Albums and prints maintain their central importance in uses and representations.

THE GREAT METAMORPHOSIS: FROM MEMORY TO CONVERSATION

For much of its history, photography served primarily to keep and pass on memories. With the smartphone and then social media, it has become a day-to-day language.

- **Images are circulating**, and in so doing commenting on, connecting, asserting and maintaining social ties. They are no longer merely kept: they are shared.
- **Videos are following the same path.** Short content, stories and hybrid photo-video content are gradually becoming the new standards of visual communication, especially among younger generations.

THESE YOUNGER GENERATIONS NO LONGER INVEST THEMSELVES IN PHOTOGRAPHY IN THE SAME WAY

Younger photographers appear to be the main drivers of new uses.

- Creation of hybrid content, interest in albums enhanced with QR codes, development of mobile solutions, or greater willingness to embrace future involvement of artificial intelligence.

However, these generations are not turning their backs on the history of photography.

- They also display a marked interest in exhibitions, art prints, printed objects, or specific "vintage" worlds.

A NEW ERA FOR THE AUTHENTIC IMAGE

THE RETURN OF EXPERIENCE IN A DIGITAL WORLD

As pathways become increasingly digitalized, the physical experience is regaining value.

- Amateur photographers wish to see the devices for themselves, handle them, test them and interact with experts before choosing. Locations dedicated to photography are becoming increasingly devoted to experience, inspiration, creation and human interaction.
- In a world where images are accessible everywhere and immediately, what is now motivating people to enter physical locations is less access to the product than access to experience, expertise and a community.

AFTER DIGITAL SOLUTIONS AND SOCIAL MEDIA, AI IS OPENING A NEW CHAPTER

Artificial intelligence is arguably the third major contemporary revolution in photography after digitalization and social media.

- **For the first time, images can be created without a camera and without pressing a physical trigger.** Many users of AI systems turn to the latter to generate photos and videos from text.
- **But at the same time, there are high expectations in terms of authenticity.** Irritation in the face of the spread of AI-generated content is widespread, and human photography retains a special symbolic value.

AND TOMORROW?

In 200 years, photography has evolved from immortalizing reality to permanent conversation. Tomorrow, it could enter the realm of assisted creation in which images, generated content, and smart solutions will coexist.

However, a constant value prevails throughout time: no matter what solutions become available, **people continue to use images to remember, share, narrate, and make sense of their experience of the world.**





THANK
YOU



itop



Everything starts with people