

Asia-Pacific Professional 3D Camera Market by Type (Target Camera and Target-Free Camera), Technology (Time -of -Flight, Stereo Vision and Structured Light) and Application (Photography and Recording) - Opportunity Analysis and Industry Forecast, 2014 - 2020

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Abstracts

3D camera is a technically evolved camera, equipped to capture images and image decoding to successfully render three dimensional images. The growing demand of 3D content from entertainment industry and enhancement in 3D scanning technology drives the market growth in the Asia-Pacific region. Additionally, increased adoption of home automation, virtual reality applications and the increasing popularity among professionals and photography enthusiasts would provide lucrative growth opportunities to the 3D camera market. However, high price and lack of awareness are the major challenges restraining the market growth.

Numerous companies operating in the Asia-Pacific region are identifying 3D imaging technology as a primary yardstick to innovate their product offerings owing to the increased adoption of 3D cameras in automobile designing, architecture, construction, healthcare, virtual reality applications and the entertainment industry. Healthcare industry primarily use 3D cameras to create visual representation, owing to its requirement in high precision medical activities. Thus, the widespread adoption of these cameras across prominent industry verticals drives the growth of the professional 3D camera market in the Asia-Pacific region.

The Asia-Pacific 3D camera market is segmented on the basis of type, technology, application and country. Target cameras account for the major market share in the type segment, owing to their large application and adoption in professional photography. The technology segment comprises time of flight, stereo vision and structured light. Stereo

vision technology generated higher revenue as compared to the time of flight and structured light imaging technologies. Based on application, the market is segmented into professional cameras that are extensively used for still photography and video recording. The segment of still photography accounted for a larger market share and would consolidate this position over the forecast period. Whereas, the segment of 3D professional cameras used in recording applications would witness significant growth in terms of adoption.

Based on geography, 3D camera market covers Japan, China, India, South Korea and Rest of APAC. Key players in the market include Sony Corp., Canon, Nikon, Panasonic Corp., Fujifilm Corp., Go Pro Inc., Faro Technologies, Olympus Corporation, Samsung electronics Corp. and Casio Computer Company Limited. Prominent market players operating in the APAC region adopt product launch, collaborations and expansion strategies in an effort to expand their market reach. Introduction of double full HD 3D handycam HDR-TD10 by Sony Corporation is one such strategy that boosted the market growth.

POTENTIAL BENEFITS FOR STAKEHOLDERS:

Comprehensive analysis of current and future trends in the APAC 3D camera market is outlined in the report to gain a stronger foothold in the market

SWOT analysis of key market players highlight the essential strengths and potential opportunities in the market

Value chain analysis in the report highlights the role of stakeholders involved in the value chain of 3D camera market

The report provides impact analysis of key drivers, restraints and opportunities that shape the market over the forecast period

Porters Five Forces analysis illustrates the potency of buyers and suppliers participating in the 3D camera market. This would offer a competitive advantage to stakeholders to make profit-oriented business decisions and help strengthen their supplier and buyer network

The report provides an in-depth analysis of 3D camera market to identify lucrative investment pockets in the market

APAC 3D CAMERA MARKET KEY SEGMENTATION

The market is segmented on the basis of type, technology, application and countries.

MARKET BY TYPE

Target Camera

Target-Free Camera

MARKET BY TECHNOLOGY

Time -of -Flight

Stereo Vision

Structured Light

MARKET BY APPLICATION

Photography

Recording

MARKET BY COUNTRY

China

Japan

India

South Korea

Rest of APAC

KEY PLAYERS

Sony Corporation

Nikon Corporation

Go Pro Inc.

Panasonic Corporation

Canon Inc.

Olympus Corporation

Samsung Electronics Co. Ltd.

Casio Computer Company Limited

Fujifilm Holdings Corporation

Faro Technologies Inc.

Contents

CHAPTER 1 INTRODUCTION

- 1.1 Report description
- 1.2 Key take away
- 1.3 Market segmentation
- 1.4 Research methodology
 - 1.4.1 Secondary research
 - 1.4.2 Primary research
 - 1.4.3 Analyst tools and models

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 CXO perspective

CHAPTER 3 MARKET OVERVIEW

- 3.1 Market definition and scope
- 3.2 Key findings
 - 3.2.1 Top impacting factors
 - 3.2.2 Top winning strategies
 - 3.2.3 Top investment pockets
- 3.3 Porters five forces model
 - 3.3.1 Moderate bargaining power of suppliers due to threat of backward integration by 3D camera manufacturers
 - 3.3.2 Sophisticated and organized buyers increases the bargaining power of customers
 - 3.3.3 Moderate industry rivalry due to competing players with sophisticated product offerings
 - 3.3.4 Higher prices increases threat of substitutes
 - 3.3.5 Higher initial investment limits threat of new entrants
- 3.4 Value chain analysis
- 3.5 Market player positioning
- 3.6 Market dynamics
 - 3.6.1 Drivers
 - 3.6.1.1 Increasing demand for 3D content from entertainment industry
 - 3.6.1.2 Innovations in 3D scanning technology
 - 3.6.1.3 Improved user preferences

3.6.2 Restraints

3.6.2.1 High prices

3.6.2.2 Lack of awareness

3.6.3 Opportunities

3.6.3.1 Virtual reality applications

3.6.3.2 Automated operations in industries

CHAPTER 4 APAC PROFESSIONAL 3D CAMERA MARKET BY TYPE

4.1 Target camera

4.1.1 Key Market Trends

4.1.2 Competitive scenario

4.1.3 Key driving factors and opportunities

4.1.4 Market size and forecast

4.2 Free camera

4.2.1 Key Market Trends

4.2.2 Competitive scenario

4.2.3 Key market trends and opportunities

4.2.4 Market size and forecast

CHAPTER 5 APAC PROFESSIONAL 3D CAMERA MARKET BY TECHNOLOGY

5.1 Time-of-flight (TOF)

5.1.1 Key Market Trends

5.1.2 Competitive scenario

5.1.3 Key growth factors and opportunities

5.1.4 Market size and forecast

5.2 Stereo Vision/ Stereoscopy

5.2.1 Key Market Trends

5.2.2 Competitive scenario

5.2.3 Key growth factors and opportunities

5.2.4 Market size and forecast

5.3 Structured Light

5.3.1 Key Market Trends

5.3.2 Competitive scenario

5.3.3 Key growth drivers and opportunities

5.3.4 Market size and forecast

CHAPTER 6 APAC PROFESSIONAL 3D CAMERA MARKET BY APPLICATION

6.1 Photography

6.1.1 Introduction

6.1.2 Market size and forecast

6.2 Recording

6.2.1 Introduction

6.2.1.1 Camcorder

6.2.2 Market size and forecast

CHAPTER 7 APAC PROFESSIONAL 3D CAMERA MARKET BY COUNTRY

7.1 Japan

7.1.1 Key Market Trends

7.1.2 Competitive scenario

7.1.3 Key Market Drivers and Opportunities

7.1.4 Market size and forecast

7.2 China

7.2.1 Key Market Trends

7.2.2 Competitive scenario

7.2.3 Key market drivers and opportunities

7.2.4 Market size and forecast

7.3 India

7.3.1 Key Market Trends

7.3.2 Competitive scenario

7.3.3 Key market drivers and opportunities

7.3.4 Market size and forecast

7.4 South Korea

7.4.1 Key Market Trends

7.4.2 Competitive scenario

7.4.3 Key market drivers and opportunities

7.4.4 Market size and forecast

7.5 Rest of Asia-Pacific

7.5.1 Key Market Trends

7.5.2 Competitive scenario

7.5.3 Key market drivers and opportunities

7.5.4 Market size and forecast

CHAPTER 8 COMPANY PROFILE

8.1 Sony Corporation

- 8.1.1 Company overview
- 8.1.2 Company snapshot
- 8.1.3 Business performance
- 8.1.4 Strategic moves and developments
- 8.1.5 SWOT analysis of Sony Corp.

8.2 Canon Inc.

- 8.2.1 Company overview
- 8.2.2 Company snapshot
- 8.2.3 Business performance
- 8.2.4 Strategic moves and developments
- 8.2.5 SWOT analysis of Canon Inc.

8.3 Nikon Corp.

- 8.3.1 Company overview
- 8.3.2 Company snapshot
- 8.3.3 Business performance
- 8.3.4 Strategic moves and developments
- 8.3.5 SWOT analysis of Nikon Corp.

8.4 Panasonic Corporation

- 8.4.1 Company overview
- 8.4.2 Company snapshot
- 8.4.3 Business performance
- 8.4.4 Strategic moves and developments
- 8.4.5 SWOT analysis of Panasonic Corp.

8.5 Fujifilm Corp.

- 8.5.1 Company overview
- 8.5.2 Company snapshot
- 8.5.3 Business performance
- 8.5.4 Strategic moves and developments
- 8.5.5 SWOT analysis of Fujifilm Corp.

8.6 GoPro Inc.

- 8.6.1 Company overview
- 8.6.2 Company snapshot
- 8.6.3 Business performance
- 8.6.4 Strategic moves and developments
- 8.6.5 SWOT analysis of GoPro Inc.

8.7 Faro Technologies Inc.

- 8.7.1 Company overview
- 8.7.2 Company snapshot

- 8.7.3 Business performance
- 8.7.4 Strategic moves and developments
- 8.7.5 SWOT analysis of Faro Technologies
- 8.8 Olympus Corporation
 - 8.8.1 Company overview
 - 8.8.2 Company snapshot
 - 8.8.3 Business performance
 - 8.8.4 Strategic moves and developments
 - 8.8.5 SWOT analysis of Olympus Corporation
- 8.9 SAMSUNG ELECTRONICS Co., Ltd.
 - 8.9.1 SAMSUNG ELECTRONICS Co., Ltd. Overview
 - 8.9.2 Company snapshot
 - 8.9.3 Business performance
 - 8.9.4 Strategic moves and developments
 - 8.9.5 SWOT analysis of SAMSUNG ELECTRONICS Co., Ltd.
- 8.10 Casio Computer Co., Ltd.
 - 8.10.1 Casio Computer Co., Ltd. Overview
 - 8.10.2 Company snapshot
 - 8.10.3 Business performance
 - 8.10.4 SWOT analysis of Casio Computer Co., Ltd.

List Of Tables

LIST OF TABLES

TABLE 1 APAC PROFESSIONAL 3D CAMERA MARKET BY TYPE, 2014-2020 (\$MILLION)

TABLE 2 APAC PROFESSIONAL 3D TARGET CAMERA MARKET BY COUNTRY, 2014-2020 (\$MILLION)

TABLE 3 APAC PROFESSIONAL 3D FREE CAMERA MARKET BY COUNTRY, 2014 - 2020 (\$MILLION)

TABLE 4 COMPARISON OF 3D IMAGING TECHNOLOGIES

TABLE 5 APAC PROFESSIONAL 3D CAMERA MARKET BY TECHNOLOGY, 2014 - 2020 (\$MILLION)

TABLE 6 APAC PROFESSIONAL 3D TIME OF FLIGHT CAMERA MARKET REVENUE BY COUNTRY, 2014 - 2020 (\$MILLION)

TABLE 7 APAC PROFESSIONAL 3D STEREO VISION CAMERA MARKET REVENUE BY COUNTRY, 2014 - 2020 (\$MILLION)

TABLE 8 APAC PROFESSIONAL 3D STRUCTURED LIGHT CAMERA MARKET REVENUE BY COUNTRY, 2014 - 2020 (\$MILLION)

TABLE 9 APAC PROFESSIONAL 3D CAMERA MARKET BY APPLICATION, 2014 - 2020 (\$MILLION)

TABLE 10 3D CAMERAS FOR PHOTOGRAPHY

TABLE 11 APAC PROFESSIONAL 3D PHOTOGRAPHY CAMERA MARKET BY COUNTRY, 2014-2020 (\$MILLION)

TABLE 12 3D CAMERAS FOR RECORDING

TABLE 13 APAC PROFESSIONAL 3D RECORDING CAMERA MARKET BY COUNTRY, 2014-2020 (\$MILLION)

TABLE 14 JAPAN PROFESSIONAL 3D CAMERA MARKET BY TECHNOLOGY, 2014 - 2020 (\$MILLION)

TABLE 15 CHINA PROFESSIONAL 3D CAMERA MARKET BY TECHNOLOGY, 2014 - 2020 (\$MILLION)

TABLE 16 INDIA PROFESSIONAL 3D CAMERA MARKET BY TECHNOLOGY, 2014 - 2020 (\$MILLION)

TABLE 17 SOUTH KOREA PROFESSIONAL 3D CAMERA MARKET BY TECHNOLOGY, 2014 - 2020 (\$MILLION)

TABLE 18 REST OF APAC PROFESSIONAL 3D CAMERA MARKET BY TECHNOLOGY, 2014 - 2020 (\$MILLION)

TABLE 19 SNAPSHOT OF SONY CORP.

TABLE 20 SNAPSHOT OF CANON INC.

TABLE 21 SNAPSHOT OF NIKON CORP.

TABLE 22 SNAPSHOT OF PANASONIC CORP.

TABLE 23 SNAPSHOT OF FUJIFILM CORP.

TABLE 24 SNAPSHOT OF GOPRO INC.

TABLE 25 SNAPSHOT OF FARO TECHNOLOGIES INC.

TABLE 26 SNAPSHOT OLYMPUS CORPORATION

TABLE 27 SNAPSHOT OF SAMSUNG ELECTRONICS CO., LTD.

TABLE 28 SNAPSHOT OF CASIO COMPUTER CO., LTD.

List Of Figures

LIST OF FIGURES

FIG. 1 TOP IMPACTING FACTORS

FIG. 2 TOP WINNING STRATEGIES ACROSS PROFESSIONAL 3D CAMERA MARKET

FIG. 3 TOP INVESTMENT POCKETS OF PROFESSIONAL 3D CAMERA MARKET

FIG. 4 PORTERS FIVE FORCES ANALYSIS

FIG. 5 VALUE CHAIN ANALYSIS OF PROFESSIONAL 3D CAMERA MARKET

FIG. 6 MARKET PLAYER POSITIONING

FIG. 7 VIDEO GAME REVENUE GENERATION IN CHINA, JAPAN AND SOUTH KOREA, (2011-2013)

FIG. 8 3D STEREO VISION CAMERA OPERATION

FIG. 9 3D TV SALES IN CHINA, (2009-2014)

FIG. 10 REVENUE GENERATED BY SONY CORP.(2012-2015)

FIG. 11 REVENUE OF SONY CORP. BY BUSINESS SEGMENT(%), 2014

FIG. 12 REVENUE OF SONY CORP. BY GEOGRAPHY(%), 2014

FIG. 13 SWOT ANALYSIS OF SONY CORP

FIG. 14 REVENUE GENERATED BY CANON INC. (2012-2013)

FIG. 15 REVENUE OF CANON INC., BY BUSINESS SEGMENT (%), 2014

FIG. 16 REVENUE OF CANON INC., BY GEOGRAPHY (%), 2014

FIG. 17 SWOT ANALYSIS OF CANON INC.

FIG. 18 NET SALES GENERATED BY NIKON CORP. (2012-2014)

FIG. 19 NET SALES OF NIKON CORP. BY SEGMENTS(%), 2014

FIG. 20 SWOT ANALYSIS OF NIKON CORP.

FIG. 21 REVENUE GENERATED BY PANASONIC CORP.(2012-2015)

FIG. 22 REVENUE OF PANASONIC CORP. BY BUSINESS SEGMENT(%), 2014

FIG. 23 REVENUE OF PANASONIC CORP. BY GEOGRAPHY(%), 2014

FIG. 24 SWOT ANALYSIS OF PANASONIC CORP.

FIG. 25 REVENUE GENERATED BY FUJIFILM CORP.(2012-2014)

FIG. 26 REVENUE OF FUJIFILM CORP., BY BUSINESS SEGMENT (%), 2014

FIG. 27 REVENUE OF FUJIFILM CORP., BY GEOGRAPHY (%), 2014

FIG. 28 SWOT ANALYSIS OF FUJIFILM CORP.

FIG. 29 REVENUE GENERATED BY GOPRO INC., (2012-2014)

FIG. 30 REVENUE OF GOPRO INC. BY GEOGRAPHY(%), 2014

FIG. 31 SWOT ANALYSIS OF GOPRO INC.

FIG. 32 REVENUE GENERATED BY FARO TECHNOLOGIES, (2012-2014)

FIG. 33 REVENUE OF FARO TECHNOLOGIES BY BUSINESS SEGMENTS(%), 2014

FIG. 34 REVENUE OF FARO TECHNOLOGIES BY GEOGRAPHY(%), 2014

FIG. 35 SWOT ANALYSIS OF FARO TECHNOLOGIES

FIG. 36 REVENUE GENERATED BY OLYMPUS CORPORATION, (2012-2014)

FIG. 37 REVENUE OF OLYMPUS CORPORATION BY BUSINESS SEGMENTS(%),
2014

FIG. 38 REVENUE OF OLYMPUS CORPORATION BY GEOGRAPHY(%), 2014

FIG. 39 SWOT ANALYSIS OF OLYMPUS CORPORATION

FIG. 40 REVENUE GENERATED BY SAMSUNG ELECTRONICS CO., LTD.,
(2011-2013)

FIG. 41 REVENUE OF SAMSUNG ELECTRONICS CO., LTD.BY BUSINESS
SEGMENTS(%), 2013

FIG. 42 REVENUE OF SAMSUNG ELECTRONICS CO., LTD. BY GEOGRAPHY(%),
2013

FIG. 43 SWOT ANALYSIS OF SAMSUNG ELECTRONICS CO., LTD.

FIG. 44 REVENUE GENERATED BY CASIO COMPUTER CO., LTD, (2012-2014)

FIG. 45 REVENUE OF CASIO COMPUTER CO., LTD BY BUSINESS SEGMENTS (%),
2014

FIG. 46 REVENUE OF CASIO COMPUTER CO., LTD BY GEOGRAPHY (%), 2014

FIG. 47 SWOT ANALYSIS OF CASIO COMPUTER CO., LTD.

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