

Camera Stabilizer Market by Type (Body Mounted and Hand Held) Application (Cinema Camera, DSLR, Action Camera, and Smartphones), and Sales Channel (Offline Channels and Online Channels): Global Opportunity Analysis and Industry Forecast, 2019–2026

<https://marketpublishers.com/r/CAE1B73FF1A5EN.html>

Date: March 2020

Pages: 228

Price: US\$ 5,370.00 (Single User License)

ID: CAE1B73FF1A5EN

Abstracts

A camera stabilizer is a camera accessory that reduces unwanted motion to enable the cameraman to take sharp photographs and videos. The camera stabilizers were initially used in the media & broadcast industry and by professional photographers; however, it has become very popular among small film makers, online content creators and even regular customers. The global entertainment and media industry has had significant growth in the past few decades. The growth can be attributed to increased production of various genres of video content both on the television and on the big screen. Rapid changes in technology, consumer behavior as well as business models have altered how consumers want to experience and pay for entertainment and media. The leaders in this industry have also focused their efforts on building businesses and brands focusing on active fans and has also produced outstanding content. Thus, the expenditure/investment on technologies and equipment such as Visual Effects (VFX), Computer Generated Image (CGI), a variety of different cameras and peripherals including camera stabilizers have increased tremendously.

The improvement in camera stabilization technology not only provides the base feature but also builds on the existing technology. It provides augmented features such as modular camera stabilizers and inclusion of gyroscope, which is expected to provide opportunities for growth in the coming years. Moreover, increase in the adoption of camera stabilizers for smartphones with feature cameras is also expected to open

opportunities for growth for the camera stabilizers in the global market

A number of modern-day cameras and smartphones come with an inbuilt motion stabilization option. The smartphone cameras often utilize Optical Image Stabilization (OIS), which reduces the blurriness in images and videos caused by irregular motion. Optical Image Stabilization is also used in some compact cameras and SLR lenses as a method to have a clearer and sharper image. (EIS) Electronic image stabilization is another technique used to compensate for hand jitters that manifests itself in distracting video shake during playback. Many smartphone apps have also been developed to overcome blurriness in the images. Given the variety of cheaper options available over camera stabilizers, the sales of camera stabilizers may take a hit.

Some of the key players in the camera stabilizer market analysis includes Glidecam Industries, Inc., Gudsen Technology Co., Ltd., Flyfilms, Shape, Letus Corporation, Ikan Corporation, Tilta Inc., Ningbo Eimage Studio Equipment Co.,Ltd., SZ DJI Technology Co., Ltd., Rhino among others

KEY BENEFITS FOR STAKEHOLDERS

The camera stabilizer report provides an extensive analysis of the current and emerging trends and opportunities.

The report provides detailed qualitative and quantitative analysis of the current Camera Stabilizer market trends and future estimations that help evaluate the prevailing market opportunities in the market.

The camera stabilizer market forecast is offered along with information related to key drivers, restraints, and opportunities.

The camera stabilizer market analysis is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential and niche segments or regions exhibiting favorable growth.

Camera Stabilizer Segments

By Type

Camera Stabilizer Market by Type (Body Mounted and Hand Held) Application (Cinema Camera, DSLR, Action Camera,...

Body Mounted

Hand Held

By Application

Cinema Camera

DSLR

Action Camera

Smartphones

By Sales Channel

Offline Channels

Online Channels

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

ASEAN

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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