

# **Vehicle Camera Market by Price (Affordable, Mid-Range, High-End), End User (Private, Commercial, Government & Defense Sector) - Global Opportunity Analysis and Industry Forecast, 2014 - 2022**

<https://marketpublishers.com/r/WEAC79E3B77EN.html>

Date: September 2016

Pages: 110

Price: US\$ 4,999.00 (Single User License)

ID: WEAC79E3B77EN

## **Abstracts**

A vehicle camera is a digitized device that records real-time videos and captures images of both inside and outside of the vehicle. These cameras are attached to the windshield or dashboard of the vehicle and accessorized with various features such as GPS, loop recording, radar sensor, and G-sensors. Vehicle cameras are mainly incorporated in ADAS for rear view, night vision, and traffic behavior recording, and driver monitoring. In the entertainment industry, movie direction and tourism-based shows also utilize these cameras.

The vehicle camera market is continuously growing due to the rise in vehicle safety, passenger safety, prevention of road accidents, and monitoring of driver activities. In addition, this market is driven by extensive use of these cameras for commercial purpose in the entertainment industry, tourism sector, and others. On the other hand, government regulations regarding privacy, video recording in public in some countries, and high cost of vehicle cameras are anticipated to limit the market growth. Increase in awareness among private and commercial sectors coupled with technological developments are expected to create numerous opportunities for the market.

The world vehicle camera market is segmented based on price, end user, and geography. Based on price, it is divided into affordable, mid-range, and high-end vehicle cameras. The end-user segment comprises private vehicles, commercial vehicles, and government & defense vehicles. Geographically, the market is analyzed across four key regions, namely, North America (U.S., Mexico, and Canada), Europe (UK, Germany, and France), Asia-Pacific (China, Australia, and Japan), and LAMEA (Latin America, Middle East, and Africa).

Leading market players and their key business strategies are analyzed to gain

competitive insights into the market. The key players profiled in the report include Qrontech Co. Ltd., DCS Systems Ltd., AIPTEK International, GoPro, Inc., Garmin International, Inc., Transcend Information, Inc., Pittasoft Co. Ltd., Hyundai MnSOFT, S.Will Industrial Ltd., and PAPAGO Inc. In August 2015, Transcend Information, Inc. launched the DrivePro 520 car video recorder with dual lens camera, with its rear lens equipped with infrared LEDs for clear night vision, which will provide clear videos of road activities and incidents inside the vehicle. In March 2015, Qrontech Co., Ltd. upgraded the Lukas LK-9500, 9300, and 9100 Duo vehicle cameras with built-in GPS module, directly controllable reverse left/right for rear camera on the device's LCD screen. Furthermore, in July 2014, GoPro and the BMW Group signed an agreement to integrate Wi-Fi-equipped GoPro cameras with the BMW Apps in vehicles.

## KEY BENEFITS

In-depth analysis of the vehicle camera market along with current and emerging trends to elucidate the imminent investment pockets is provided.

The report offers information regarding key drivers, restraints, and opportunities along with their impact analysis.

Porter's five forces of key players is presented to highlight the growth strategies adopted by them.

Value chain analysis signifies the key intermediaries involved, and elaborates their roles and value additions at every stage.

Quantitative market analysis from 2014 to 2022 is provided to elaborate the market potential.

## KEY MARKET SEGMENTS

The vehicle camera market is segmented based on price, end user, and geography.

### BY PRICE

Affordable (up to US\$100)

Mid-Range (US\$100–US\$200)

High-End (above US\$200)

#### BY END USER

Private Vehicles

Commercial Vehicles

Government & Defense Vehicles

#### BY GEOGRAPHY

North America

U.S.

Mexico

Canada

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

Australia

Japan

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## **KEY MARKET PLAYERS**

Qrontech Co. Ltd.

DCS Systems Ltd.

AIPTEK International

GoPro, Inc.

Garmin International, Inc.,

Transcend Information, Inc.

Pittasoft Co. Ltd.

Hyundai MnSOFT

S.Will Industrial Ltd.

PAPAGO Inc.

**COMPANIES MENTIONED IN THE REPORT**

Synnex Australia Pty Ltd., Google Inc., General Things, BMW Group, Polaroid, Xiaomi Inc., General Motors Company, Tesla Motors, Inc., Martel Electronics, Ausdom Inc., Skyhigh Electronics Co. Ltd.

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