

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

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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.

Contents

CHAPTER 1 INTRODUCTION

- 1.1 Report description
- 1.2 Key benefits
- 1.3 Key market segments
- 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 investment pockets
 - 3.2.3 Top winning strategies
- 3.3 Porters five forces analysis
 - 3.3.1 Absence of major players and low switching cost of customers lead to high rivalry among competitors in the market
 - 3.3.2 Availability of alternative products increase the threat of substitutes
 - 3.3.3 Low switching cost and high initial capital investment lead to moderate threat of new entrants
 - 3.3.4 Comparatively less number of buyers than suppliers and in-house manufacturing by vehicle companies minimizes the bargaining power of suppliers
 - 3.3.5 Availability of substitutes and concentrated buyers in the market increases the bargaining power of buyers
- 3.4 Value chain analysis
- 3.5 Market share analysis, 2015
- 3.6 Market Dynamics
 - 3.6.1 Drivers
 - 3.6.1.1 Need for safety
 - 3.6.1.2 Ease in insurance claiming process

- 3.6.1.3 Extensive use in commercial sector
- 3.6.2 Restraints
 - 3.6.2.1 Stringent government regulation
 - 3.6.2.2 High priced products
- 3.6.3 Opportunities
 - 3.6.3.1 Increasing awareness among private and commercial sectors
 - 3.6.3.2 Technological advancement

CHAPTER 4 WORLD VEHICLE CAMERA MARKET, BY PRICE

- 4.1 Affordable vehicle camera
 - 4.1.1 Key market trends
 - 4.1.2 Key drivers and opportunities
 - 4.1.3 Market size and forecast
- 4.2 Mid-range vehicle camera
 - 4.2.1 Key market trends
 - 4.2.2 Key drivers and opportunities
 - 4.2.3 Market size and forecast
- 4.3 High-end vehicle camera
 - 4.3.1 Key market trends
 - 4.3.2 Key drivers and opportunities
 - 4.3.3 Market size and forecast

CHAPTER 5 WORLD VEHICLE CAMERA MARKET, BY END-USER

- 5.1 Private sector
 - 5.1.1 Key market trends
 - 5.1.2 Key drivers and opportunities
 - 5.1.3 Market size and forecast
- 5.2 Commercial sector
 - 5.2.1 Key market trends
 - 5.2.2 Key drivers and opportunities
 - 5.2.3 Market size and forecast
- 5.1 Government and defense sector
 - 5.1.1 Key market trends
 - 5.1.2 Key drivers and opportunities
 - 5.1.3 Market size and forecast

CHAPTER 6 WORLD VEHICLE CAMERA MARKET, BY GEOGRAPHY

6.1 North America

6.1.1 Key market trends

6.1.2 Key drivers and opportunities

6.1.3 Market size and forecast

6.1.3.1 U.S.

6.1.3.2 Canada

6.1.3.3 Mexico

6.2 Europe

6.2.1 Key market trends

6.2.2 Key drivers and opportunities

6.2.3 Market size and forecast

6.2.3.1 U.K.

6.2.3.2 Germany

6.2.3.3 France

6.2.3.4 Rest of Europe

6.3 Asia-Pacific

6.3.1 Key market trends

6.3.2 Key drivers and opportunities

6.3.3 Market size and forecast

6.3.3.1 Australia

6.3.3.2 China

6.3.3.3 Japan

6.3.3.4 Rest of Asia-Pacific

6.4 LAMEA

6.4.1 Key market trends

6.4.2 Key drivers and opportunities

6.4.3 Market size and Forecast

6.4.3.1 UAE

6.4.3.2 Africa

6.4.3.3 Saudi Arabia

CHAPTER 7 COMPANY PROFILE

7.1 Qrontech Co. Ltd.

7.1.1 Company overview

7.1.2 Company snapshot

7.1.4 Strategy moves & developments

7.2 DCS Systems Ltd.

- 7.2.1 Company overview
- 7.2.2 Company snapshot
- 7.2.4 Strategy moves & developments
- 7.3 Aiptek International
 - 7.3.1 Company overview
 - 7.3.2 Company snapshot
 - 7.3.3 Business performance
 - 7.3.4 Strategy moves & developments
- 7.4 GoPro, Inc.
 - 7.4.1 Company overview
 - 7.4.2 Company snapshot
 - 7.4.3 Business performance
 - 7.4.4 Strategy moves & developments
- 7.5 Garmin International, Inc.
 - 7.5.1 Company overview
 - 7.5.2 Company snapshot
 - 7.5.4 Strategy moves & developments
- 7.6 Transcend Information, Inc.
 - 7.6.1 Company overview
 - 7.6.2 Company snapshot
 - 7.6.3 Business performance
 - 7.6.4 Strategy moves & developments
- 7.7 Pittasoft Co. Ltd.
 - 7.7.1 Company overview
 - 7.7.2 Company snapshot
 - 7.7.4 Strategy moves & developments
- 7.8 Hyundai MnSOFT
 - 7.8.1 Company overview
 - 7.8.2 Company snapshot
 - 7.8.4 Strategy moves & developments
- 7.9 S.Will Industrial Ltd.
 - 7.9.1 Company overview
 - 7.9.2 Company snapshot
- 7.10 Papago Inc.
 - 7.10.1 Company overview
 - 7.10.2 Company snapshot
 - 7.10.4 Strategy moves & developments

List Of Tables

LIST OF TABLES

TABLE 1 WORLD VEHICLE CAMERA MARKET, BY GEOGRAPHY, 2014-2022 (\$MILLION)

TABLE 2 WORLD VEHICLE CAMERA MARKET, BY PRICE 2014-2022 (\$MILLION)

TABLE 3 WORLD AFFORDABLE VEHICLE CAMERA MARKET REVENUE, BY GEOGRAPHY, 2014 - 2022 (\$MILLION)

TABLE 4 WORLD MID-RANGE VEHICLE CAMERA MARKET REVENUE, BY GEOGRAPHY, 2014 - 2022 (\$MILLION)

TABLE 5 WORLD HIGH-END VEHICLE CAMERA MARKET REVENUE, BY GEOGRAPHY, 2014 - 2022 (\$MILLION)

TABLE 6 WORLD VEHICLE CAMERA MARKET, BY END-USER, 2014-2022 (\$MILLION)

TABLE 7 WORLD VEHICLE CAMERA MARKET IN PRIVATE SECTOR, BY GEOGRAPHY, 2014-2022 (\$MILLION)

TABLE 8 WORLD VEHICLE CAMERA MARKET IN PUBLIC SECTOR, BY GEOGRAPHY, 2014-2022 (\$MILLION)

TABLE 9 WORLD VEHICLE CAMERA MARKET IN GOVERNMENT AND DEFENSE SECTOR, BY GEOGRAPHY, 2014-2022 (\$MILLION)

TABLE 10 WORLD VEHICLE CAMERA MARKET, BY GEOGRAPHY, 2015-2022 (\$MILLION)

TABLE 11 NORTH AMERICAN VEHICLE CAMERA MARKET REVENUE, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 12 EUROPE VEHICLE CAMERA MARKET REVENUE, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 13 ASIA-PACIFIC VEHICLE CAMERA MARKET REVENUE, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 14 LAMEA VEHICLE CAMERA MARKET REVENUE, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 15 QRONTECH CO., LTD.- SNAPSHOT

TABLE 16 DCS SYSTEM LIMITED- SNAPSHOT

TABLE 17 AIPTEK INTERNATIONAL, INC.-SNAPSHOT

TABLE 18 GOPRO, INC- SNAPSHOT

TABLE 19 GARMIN INTERNATIONAL INC.- SNAPSHOT

TABLE 20 TRANSCEND INFORMATION INC.- SNAPSHOT

TABLE 21 PITTASOFT CO. LTD.- SNAPSHOT

TABLE 22 HYUNDAI MNSOFT CO.- SNAPSHOT

TABLE 23 S.WILL INDUSTRIAL LTD.- SNAPSHOT
TABLE 24 PAPAGO INC.- SNAPSHOT

List Of Figures

LIST OF FIGURES

FIG. 1 TOP IMPACTING FACTORS

FIG. 2 TOP WINNING STRATEGIES IN THE VEHICLE CAMERA MARKET

FIG. 3 PORTERS FIVE FORCES ANALYSIS

FIG. 4 VALUE CHAIN ANALYSIS OF VEHICLE CAMERA MARKET

FIG. 5 MARKET SHARE ANALYSIS OF VEHICLE CAMERA PROVIDERS (2015)

FIG. 6 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD VEHICLE CAMERA MARKET, BY PRICE, 2015 & 2022 (%)

FIG. 7 WORLD AFFORDABLE VEHICLE CAMERA MARKET REVENUE, 2014-2022 (\$MILLION)

FIG. 8 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD AFFORDABLE VEHICLE CAMERA MARKET, BY GEOGRAPHY, 2015 & 2022 (%)

FIG. 9 WORLD MID-RANGE VEHICLE CAMERA MARKET REVENUE, 2014-2022 (\$MILLION)

FIG. 10 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD MID-RANGE VEHICLE CAMERA MARKET, BY GEOGRAPHY, 2015 & 2022 (%)

FIG. 11 WORLD HIGH-END VEHICLE CAMERA MARKET REVENUE, 2014-2022 (\$MILLION)

FIG. 12 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD HIGH-END VEHICLE CAMERA MARKET, BY GEOGRAPHY, 2015 & 2022 (%)

FIG. 13 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD VEHICLE CAMERA MARKET, BY END USER, 2015 & 2022 (%)

FIG. 14 WORLD VEHICLE CAMERA MARKET IN PRIVATE SECTOR, 2014-2022 (\$MILLION)

FIG. 15 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD VEHICLE CAMERA MARKET IN PRIVATE SECTOR, BY GEOGRAPHY, 2015 & 2022 (%)

FIG. 16 WORLD VEHICLE CAMERA MARKET IN COMMERCIAL SECTOR, 2014-2022 (\$MILLION)

FIG. 17 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD VEHICLE CAMERA MARKET IN COMMERCIAL SECTOR, BY GEOGRAPHY, 2015 & 2022 (%)

FIG. 18 WORLD VEHICLE CAMERA MARKET IN GOVERNMENT AND DEFENSE SECTOR, 2014-2022 (\$MILLION)

FIG. 19 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD VEHICLE CAMERA MARKET IN GOVERNMENT AND DEFENSE SECTOR, BY GEOGRAPHY, 2015 & 2022 (%)

FIG. 20 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD VEHICLE

CAMERA MARKET BY GEOGRAPHY, 2015 & 2022 (%)

FIG. 21 NORTH AMERICA VEHICLE CAMERA MARKET REVENUE, 2014-2022
(\$MILLION)

FIG. 22 COMPARATIVE MARKET SHARE ANALYSIS OF NORTH AMERICA
VEHICLE CAMERA MARKET BY COUNTRY, 2015 & 2022 (%)

FIG. 23 EUROPE VEHICLE CAMERA MARKET REVENUE, 2014-2022 (\$MILLION)

FIG. 24 COMPARATIVE MARKET SHARE ANALYSIS OF EUROPE VEHICLE
CAMERA MARKET BY COUNTRY, 2015 & 2022 (%)

FIG. 25 ASIA-PACIFIC VEHICLE CAMERA MARKET REVENUE, 2014-2022
(\$MILLION)

FIG. 26 COMPARATIVE MARKET SHARE ANALYSIS OF ASIA-PACIFIC VEHICLE
CAMERA MARKET BY COUNTRY, 2015 & 2022 (%)

FIG. 27 LAMEA VEHICLE CAMERA MARKET REVENUE, 2014-2022 (\$MILLION)

FIG. 28 COMPARATIVE MARKET SHARE ANALYSIS OF LAMEA VEHICLE CAMERA
MARKET BY COUNTRY, 2015 & 2022 (%)

FIG. 29 AIPTEK INTERNATIONAL INC.: REVENUE, 2012-2014 (\$MILLION)

FIG. 30 GOPRO, INC.: REVENUE, 2012-2014 (\$MILLION)

FIG. 31 TRANSCEND INFORMATION INC.: REVENUE, 2013-2015 (\$MILLION)

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