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Market Analysis and Prospect of Action Camera Industry in China 2015-2020

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Abstracts

INTRODUCTION

Action camera, which is used to capture quality high-speed actions, enjoyed great popularity in recent years. With the help of social media and wide coverage of smart phones, action camera developed rapidly in the global market. GoPro, the first mover of action camera, made annual revenue of USD1.4 billion in 2014, increased by 41%. Action camera market in China started its boom in the second half of 2014, and many companies have entered into the market. It is estimated that the sales of action camera will grow from USD5.5 million in 2014 to USD9 million in 2018.

In this report, ASKCI will further disclose market potential and commercial opportunities for action camera industry in China. Recommendations will be given at the end of the report to describe the prospect and provide suggestions for strategy making.

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