

Global Action Camera Market Size study, by Resolution (Ultra HD, Full HD, HD and Standard Resolution), by Distribution Channel (Online and Retail), by Application (Sports Recreational Activities, Emergency Services and Others), by End-use (Personal and Professional) and Regional Forecasts 2021-2027

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Abstracts

Global Action Camera Market is valued approximately at USD 4.44 Billion in 2020 and is anticipated to grow with a healthy growth rate of more than 16.7% over the forecast period 2021-2027. Action cameras are widely used to record extreme sports such as skiing and surfing, capturing sporting action from different angles. They consist of a wide angled lens to capture desired wide and best possible view as clear as 4k resolution quality. Features such as portability, compact size, versatility and convenience and launch of new products by market players with features such as Wi-Fi and Internet of things (IoT) is boosting the demand of action cameras. For instance, in January 2019, Panasonic Inc. launched HX-A1 action camera. The device can capture videos in total darkness with the help of an infrared torch. This waterproof to 1.5 meters, shockproof, and dustproof camera can be used in capturing the behavior of nocturnal animals. Furthermore, introduction of weather resistant action cameras are expected to fuel the demand in coming years. However, high cost of action camera may hamper the market growth during forecast period.

Asia Pacific, North America, Europe, Latin America, and Rest of the World are considered for the regional analysis of the global Action Camera Market. North America is the dominating region among the above considered regions in terms of market share due to high disposable income and growing popularity for adventure activities such as

skydiving, paragliding and others. Whereas Asia Pacific is anticipated to exhibit the highest CAGR over the forecast period 2021-2027 due to rise in demand for various innovative and compact action cameras for outdoor activities.

Major market player included in this report are:

Drift Innovation
Garmin Ltd.
GoPro, Inc.
Nikon Corporation
Olympus Corporation
Panasonic Corporation
Sony Corporation
SZ DJI Technology Co., Ltd.
YI Technology
The Ricoh Company

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Resolution:

Ultra HD
Full HD
HD
Standard Resolution

By Distribution Channel:

Online
Retail

By Application:

Sports
Recreational Activities
Emergency Services
Others

By End-use:

Personal

Professional

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Action Camera Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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