

# **Global Mobile Gimbal Market Size Study, by Stabilization Type (3-Axis Stabilization, 2-Axis Stabilization), by Price Point (Premium, Mid-Range, Low/Economic), by Type (Foldable, Wireless Remote Control, Bluetooth Enabled), by Distribution Channel (Offline, Online), and Regional Forecasts 2022-2032**

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## **Abstracts**

The Global Mobile Gimbal Market is valued at approximately USD 559.75 million in 2023 and is anticipated to grow with a healthy growth rate of more than 6.87% over the forecast period 2024-2032. A gimbal is a pivoting support mechanism that permits an object to rotate around an axis, essential in camera stabilization systems to ensure smooth and shake-free footage. The burgeoning entertainment and media industry, coupled with the increasing use of mobile phones for video content creation, significantly propels the mobile gimbal market. The market is driven by the several trends such as increasing investment in mobile and camera accessories by content creators to produce superior-quality videos. This trend is bolstered by the rising competition among content creators on platforms such as YouTube and Instagram that help in growth of Mobile Gimbal Market during the forecast period 2024-2032.

The entertainment industry has witnessed exponential growth, driven by the surge in video content production across television, cinema, and social media platforms. For instance, the U.S. Media and Entertainment (M&E) industry was valued at \$660 billion in 2020, dominating the global market. The extensive use of mobile phones in content creation, aided by features such as high-quality cameras and various shooting modes, is anticipated to boost the mobile gimbal market. Furthermore, the rise in vlogging has also fueled the demand for mobile gimbals. According to Vlogging Pro, over 44% of internet users watch vlogs monthly, highlighting the vast audience and the growing need for high-quality video stabilization tools like gimbals. However, the market growth faces

challenges due to integrated camera stabilization features in smartphones, which offer a cost-effective alternative to gimbals.

The key regions considered for the Global Mobile Gimbal Market study include Asia Pacific, North America, Europe, Latin America, and the Middle East & Africa. In 2023, North America dominates the mobile gimbal market due to its strong consumer electronics industry and high adoption rates of advanced photography and videography equipment. The region's tech-savvy population and widespread use of smartphones with high-quality cameras drive demand for mobile gimbals, which offer stabilization and enhanced video quality. Additionally, the presence of leading technology companies and a robust ecosystem of content creators and influencers in North America further propel market growth. Continued innovation and strong marketing efforts also contribute to North America's leadership in the mobile gimbal market, maintaining its dominant position in the global arena. Furthermore, the Asia-Pacific region is anticipated to be the fastest growing region during the forecast period 2024-2032.

Major market players included in this report are:

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

The detailed segments and sub-segment of the market are explained below:

By Stabilization Type:

3-Axis Stabilization

2-Axis Stabilization

By Price Point:

Premium

Mid-Range

Low/Economic

By Type:

Foldable

Wireless Remote Control  
Bluetooth Enabled

By Distribution Channel:

Offline

Online

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

*Global Mobile Gimbal Market Size Study, by Stabilization Type (3-Axis Stabilization, 2-Axis Stabilization), by...*

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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