

# **Global Trail Camera Market Size study & Forecast, by Pixel Size (Below 8 MP, 8 MP to 12 MP, above 12 MP), by Application (Wildlife Monitoring & Research, Security, Others) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Trail Camera Market is valued at approximately USD 94.0 million in 2021 and is anticipated to grow with a healthy growth rate of more than 7.1% over the forecast period 2022-2029. A trail camera is an outdoor camera that is left unattended to take photographs or video footage whenever motion is detected or at constant durations. The photographer set up this camera in places where they typically cannot spend a long time capturing the animals or scenic views. The growing expenditure on wildlife research and monitoring and the rising scope of application in outdoor security are the primary factors that are stipulating the demand for trail cameras across the globe.

The reduced population of various animals and endangered species are likely to boost the adoption of trail camera to continuously monitor and take measures related to the conservation of those species. The World Wildlife Fund's (WWF) Living Planet Report 2020 reported that the monitored population sizes of birds, reptiles, fish, amphibians, and mammals witnessed a decline of an average of 68% between 1970 and 2016. Likewise, an average decrease of 94% of populations in Latin America and the Caribbean have suffered the worst, and freshwater species worldwide have also suffered disproportionately, with average declines of 84%. Consequentially, the rising measures by various regulatory bodies on the conservation of animals are anticipated to surge the market demand at a significant rate. Moreover, the growing investment in technological developments and rising focus on product developments by the leading market players are presenting various lucrative prospects for market growth in the forecasting years. However, the availability of substitute products and lack of awareness among people are hindering market growth throughout the forecast period of

2022-2029.

The key regions considered for the Global Trail Camera Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America dominated the market in terms of revenue, owing to the increasing technological advancements and rising focus on the production of smart trail cameras. Whereas, Asia Pacific is expected to grow at the highest CAGR during the forecast period. Factors such as growing awareness among end-users, as well as the rising presence of leading market players in the region, are burgeoning the market growth in the forecasting years.

Major market players included in this report are:

Wildgame Innovations (Good Sportsman Marketing, LLC)

Browning Trail Cameras

Vista Outdoor Operations LLC

SPYPOINT

Boly Media Communications Co. Ltd.

Covert Scouting Cameras, Inc.

Reconyx Inc.

Cuddeback

Easy Storage Technologies Co., Ltd.

MINOXGmbH

Recent Developments in the Market:

In January 2022, Cuddeback declared the introduction of its “Tracks” cellular trail cameras- a trail cameras product line that primarily focuses on traditional cell cameras outside of the CuddeLink eco-system.

In January 2021, Bushnell announced the introduction the company’s new lines of trail camera models at the ATA 2021 Online tradeshow. The new models included the Bushnell CORE DS4K and 4KS for enhanced high-quality images & video. Also, the new Prime L20 trail camera is for those to look for an entry-level alternative with better functionality and simple operation.

Global Trail Camera Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Pixel Size, Application, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study.

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, it also incorporates potential opportunities in micro markets for stakeholders to invest along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Pixel Size:

Below 8 MP

8 MP to 12 MP

Above 12 MP

By Application:

Wildlife Monitoring & Research

Security

Others

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

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