

Global Webcams Market Size study, by Product (USB and Wireless), Technology (Analog and Digital), Distribution Channel (Brick & Mortar and E-commerce), End-use (Security & Surveillance, Entertainment, Videoconference, Live Events, Visual Marketing and Others), and Regional Forecasts 2020-2027

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Abstracts

Global Webcams Market is valued approximately USD 6.15 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 8.2 % over the forecast period 2020-2027. Webcams have high-resolution lenses and semiconductor chips capturing detailed images and recording videos. The increasing popularity of virtual workplace communication, increasing use for security surveillance and new product development by companies with new technology for specific end-users are expected to drive the market growth. For Instance: in 2020, Logitech launched StreamCam, a webcam featuring 1080p/60 fps video, USB-C connectivity, and flexible mounting options, made specially for streamers and content writers. Also, in 2019, Logitech had launched C920s Pro HD Webcam, This webcam features dual mics for providing natural-sounding audio, an all new privacy shutter, and compatibility with Logitech Capture streaming and recording software. However, problems like distorted audio, video freezing and others due to inadequate network connectivity and inadequate bandwidth are expected to impede the growth of the market over the forecast period of 2020-2027. Also, increasing preference for healthcare surveillance and rising trend of online education is expected is likely to increase the market growth during the forecast period.

The regional analysis of global Webcams market is considered for the key regions such

as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to increasing awareness regarding security measures in public and private places. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as growing need for webcams for online education, health sector and video conferencing would create lucrative growth prospects for the Webcams market across Asia-Pacific region.

Major market player included in this report are:

Canon, Inc.

Cisco Systems, Inc.

D-Link Systems, Inc.

Koninklijke Philips N.V.

Microsoft Corporation

Razer Inc.

Sony Corporation

Logitech International S.A.

Xiaomi Corporation

Lenovo Group

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 Product:

USB

Wireless

By Technology:

Analog

Digital

By Distribution Channel:

Brick & Mortar

E-commerce

By End-use:

Security & Surveillance

Entertainment

Videoconference

Live Events

Visual Marketing

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

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Webcams Market in Market Study:

Key Consulting Companies & Advisors

Global Webcams Market Size study, by Product (USB and Wireless), Technology (Analog and Digital), Distribution...

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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