

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 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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2018-2027 (USD Billion)
 - 1.2.1. Webcams Market, by Region, 2018-2027 (USD Billion)
 - 1.2.2. Webcams Market, by Product, 2018-2027 (USD Billion)
 - 1.2.3. Webcams Market, by Technology, 2018-2027 (USD Billion)
 - 1.2.4. Webcams Market, by Distribution Channel, 2018-2027 (USD Billion)
 - 1.2.5. Webcams Market, by End-use, 2018-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL WEBCAMS MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL WEBCAMS MARKET DYNAMICS

- 3.1. Webcams Market Impact Analysis (2018-2027)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Growing use for video conferencing
 - 3.1.1.2. Adoption of work from home policies
 - 3.1.2. Market Challenges
 - 3.1.2.1. Poor network connectivity in remote regions
 - 3.1.2.2. High cost installation and maintenance
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Growth in wireless webcams
 - 3.1.3.2. Increasing security concerns

CHAPTER 4. GLOBAL WEBCAMS MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model (2017-2027)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL WEBCAMS MARKET, BY PRODUCT

- 5.1. Market Snapshot
- 5.2. Global Webcams Market by Product, Performance - Potential Analysis
- 5.3. Global Webcams Market Estimates & Forecasts by Product 2017-2027 (USD Billion)
- 5.4. Webcams Market, Sub Segment Analysis
 - 5.4.1. USB
 - 5.4.2. Wireless

CHAPTER 6. GLOBAL WEBCAMS MARKET, BY TECHNOLOGY

- 6.1. Market Snapshot
- 6.2. Global Webcams Market by Technology, Performance - Potential Analysis
- 6.3. Global Webcams Market Estimates & Forecasts by Technology 2017-2027 (USD Billion)
- 6.4. Webcams Market, Sub Segment Analysis
 - 6.4.1. Analog
 - 6.4.2. Digital

CHAPTER 7. GLOBAL WEBCAMS MARKET, BY DISTRIBUTION CHANNEL

- 7.1. Market Snapshot
- 7.2. Global Webcams Market by Distribution Channel, Performance - Potential Analysis

7.3. Global Webcams Market Estimates & Forecasts by Distribution Channel 2017-2027 (USD Billion)

7.4. Webcams Market, Sub Segment Analysis

7.4.1. Brick & Mortar

7.4.2. E-commerce

CHAPTER 8. GLOBAL WEBCAMS MARKET, BY END-USE

8.1. Market Snapshot

8.2. Global Webcams Market by End-use, Performance - Potential Analysis

8.3. Global Webcams Market Estimates & Forecasts by End-use 2017-2027 (USD Billion)

8.4. Webcams Market, Sub Segment Analysis

8.4.1. Security & Surveillance

8.4.2. Entertainment

8.4.3. Videoconference

8.4.4. Live Events

8.4.5. Visual Marketing

8.4.6. Others

CHAPTER 9. GLOBAL WEBCAMS MARKET, REGIONAL ANALYSIS

9.1. Webcams Market, Regional Market Snapshot

9.2. North America Webcams Market

9.2.1. U.S. Webcams Market

9.2.1.1. Product breakdown estimates & forecasts, 2017-2027

9.2.1.2. Technology breakdown estimates & forecasts, 2017-2027

9.2.1.3. Distribution Channel breakdown estimates & forecasts, 2017-2027

9.2.1.4. End-use breakdown estimates & forecasts, 2017-2027

9.2.2. Canada Webcams Market

9.3. Europe Webcams Market Snapshot

9.3.1. U.K. Webcams Market

9.3.2. Germany Webcams Market

9.3.3. France Webcams Market

9.3.4. Spain Webcams Market

9.3.5. Italy Webcams Market

9.3.6. Rest of Europe Webcams Market

9.4. Asia-Pacific Webcams Market Snapshot

9.4.1. China Webcams Market

- 9.4.2. India Webcams Market
- 9.4.3. Japan Webcams Market
- 9.4.4. Australia Webcams Market
- 9.4.5. South Korea Webcams Market
- 9.4.6. Rest of Asia Pacific Webcams Market
- 9.5. Latin America Webcams Market Snapshot
 - 9.5.1. Brazil Webcams Market
 - 9.5.2. Mexico Webcams Market
- 9.6. Rest of The World Webcams Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Top Market Strategies
- 10.2. Company Profiles
 - 10.2.1. Canon, Inc.
 - 10.2.1.1. Key Information
 - 10.2.1.2. Overview
 - 10.2.1.3. Financial (Subject to Data Availability)
 - 10.2.1.4. Product Summary
 - 10.2.1.5. Recent Developments
 - 10.2.2. Cisco Systems, Inc.
 - 10.2.3. D-Link Systems, Inc.
 - 10.2.4. Koninklijke Philips N.V.
 - 10.2.5. Microsoft Corporation
 - 10.2.6. Razer Inc.
 - 10.2.7. Sony Corporation
 - 10.2.8. Logitech International S.A.
 - 10.2.9. Xiaomi Corporation
 - 10.2.10. Lenovo Group

CHAPTER 11. RESEARCH PROCESS

- 11.1. Research Process
 - 11.1.1. Data Mining
 - 11.1.2. Analysis
 - 11.1.3. Market Estimation
 - 11.1.4. Validation
 - 11.1.5. Publishing
- 11.2. Research Attributes

11.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Webcams Market, report scope

TABLE 2. Global Webcams Market estimates & forecasts by Region 2017-2027 (USD Billion)

TABLE 3. Global Webcams Market estimates & forecasts by Product 2017-2027 (USD Billion)

TABLE 4. Global Webcams Market estimates & forecasts by Technology 2017-2027 (USD Billion)

TABLE 5. Global Webcams Market estimates & forecasts by Distribution Channel 2017-2027 (USD Billion)

TABLE 6. Global Webcams Market estimates & forecasts by End-use 2017-2027 (USD Billion)

TABLE 7. Global Webcams Market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 8. Global Webcams Market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 9. Global Webcams Market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 10. Global Webcams Market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 11. Global Webcams Market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 12. Global Webcams Market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 13. Global Webcams Market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 14. Global Webcams Market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 15. Global Webcams Market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 16. Global Webcams Market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 17. U.S. Webcams Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 18. U.S. Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 19. U.S. Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

Billion)

TABLE 20. Canada Webcams Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 21. Canada Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 22. Canada Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 23. UK Webcams Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 24. UK Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 25. UK Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 26. Germany Webcams Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 27. Germany Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 28. Germany Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 29. RoE Webcams Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 30. RoE Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 31. RoE Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 32. China Webcams Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 33. China Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 34. China Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 35. India Webcams Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 36. India Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 37. India Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 38. Japan Webcams Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 39. Japan Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 40. Japan Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 41. RoAPAC Webcams Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 42. RoAPAC Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 43. RoAPAC Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 44. Brazil Webcams Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 45. Brazil Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 46. Brazil Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 47. Mexico Webcams Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 48. Mexico Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 49. Mexico Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 50. RoLA Webcams Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 51. RoLA Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 52. RoLA Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 53. Row Webcams Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 54. Row Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 55. Row Webcams Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 56. List of secondary sources, used in the study of global Webcams Market

TABLE 57. List of primary sources, used in the study of global Webcams Market

TABLE 58. Years considered for the study

TABLE 59. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global Webcams Market, research methodology
- FIG 2. Global Webcams Market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Webcams Market, key trends 2019
- FIG 5. Global Webcams Market, growth prospects 2020-2027
- FIG 6. Global Webcams Market, porters 5 force model
- FIG 7. Global Webcams Market, pest analysis
- FIG 8. Global Webcams Market, value chain analysis
- FIG 9. Global Webcams Market by segment, 2017 & 2027 (USD Billion)
- FIG 10. Global Webcams Market by segment, 2017 & 2027 (USD Billion)
- FIG 11. Global Webcams Market by segment, 2017 & 2027 (USD Billion)
- FIG 12. Global Webcams Market by segment, 2017 & 2027 (USD Billion)
- FIG 13. Global Webcams Market by segment, 2017 & 2027 (USD Billion)
- FIG 14. Global Webcams Market, regional snapshot 2017 & 2027
- FIG 15. North America Webcams Market 2017 & 2027 (USD Billion)
- FIG 16. Europe Webcams Market 2017 & 2027 (USD Billion)
- FIG 17. Asia pacific Webcams Market 2017 & 2027 (USD Billion)
- FIG 18. Latin America Webcams Market 2017 & 2027 (USD Billion)
- FIG 19. Global Webcams Market, company market share analysis (2019)

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