

Global 360-Degree Panoramic Action Camera Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G507C7E20C44EN.html>

Date: August 2026

Pages: 162

Price: US\$ 3,480.00 (Single User License)

ID: G507C7E20C44EN

Abstracts

According to our (Global Info Research) latest study, the global 360-Degree Panoramic Action Camera market size was valued at US\$ 800 million in 2025 and is forecast to a readjusted size of US\$ 2219 million by 2032 with a CAGR of 15.6% during review period.

In 2025, global 360-Degree Panoramic Action Camera production reached approximately 1.73 million units, with an average global market price of around US\$450 per unit.

A 360-Degree Panoramic Action Camera is a portable intelligent imaging device that uses multiple camera modules or ultra-wide-angle lens technologies to capture surrounding scenes and generate immersive 360-degree videos and images through advanced image stitching algorithms. The product typically consists of multiple high-resolution camera modules, image sensors, processing chips, lens systems, stabilization modules, batteries, power management systems, storage components and intelligent software. It enables panoramic shooting, real-time preview, free viewpoint selection and flexible reframing during post-production. Unlike traditional action cameras that capture only a fixed field of view, 360-degree panoramic action cameras can record the complete surrounding environment, making them suitable for extreme sports, outdoor exploration, travel documentation, drone photography, virtual reality (VR), live streaming, sports events and professional content creation. With advances in artificial intelligence image processing, electronic stabilization, high-resolution sensors and immersive content ecosystems, 360-degree panoramic action cameras are evolving toward higher image quality, smarter functions, lighter designs and deeper integration with AR/VR applications, becoming an important segment of the action camera market.

The upstream of the 360-Degree Panoramic Action Camera industry includes suppliers of image sensors, lens modules, chips, batteries, storage components, structural parts and electronic components. Key components include CMOS image sensors, optical lenses, image processing chips, main SoCs, lithium batteries, PCBs, electronic stabilization modules and waterproof structural materials. Representative upstream companies include Sony Semiconductor, Samsung Electronics, OmniVision, Qualcomm, MediaTek, Ambarella, TDK, Samsung SDI and SK hynix. The midstream consists of panoramic action camera brands and manufacturers responsible for optical system design, image algorithm development, hardware integration, software optimization and product distribution. Representative companies include Insta360, GoPro, DJI, Ricoh and Garmin. Downstream applications include extreme sports, outdoor travel, drone photography, virtual reality content production, live streaming, sports recording, automotive recording, real estate visualization and professional media production. Representative users include YouTube, Meta, Netflix, tourism content platforms, sports event operators and VR content developers. Overall, upstream components determine image quality and device performance, midstream brands and algorithms determine market competitiveness, while demand for immersive content, short-video ecosystems and VR/AR applications continues to drive market development.

The 360-Degree Panoramic Action Camera market is currently evolving from traditional action imaging devices toward immersive imaging, intelligent shooting and content ecosystem integration. With the growth of short videos, live streaming, virtual reality (VR), outdoor activities and travel content consumption, demand for richer perspectives and immersive recording experiences continues to increase. Future market trends focus on higher-resolution imaging, AI-powered editing, automatic tracking, augmented reality integration, improved stabilization and lightweight portable designs. Market growth is driven by the popularity of outdoor sports, increasing numbers of content creators, VR/AR development, rising social media video demand and advances in intelligent imaging technologies. Major challenges include relatively high product prices, limited consumer usage frequency, competition from traditional action cameras, high algorithm development costs and immature content ecosystems. Overall, future growth opportunities will mainly come from professional content creation, tourism entertainment, sports recording and immersive applications, with competition focusing on image quality, AI algorithms, user experience and ecosystem development.

This report is a detailed and comprehensive analysis for global 360-Degree Panoramic Action Camera market. Both quantitative and qualitative analyses are presented by

manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global 360-Degree Panoramic Action Camera market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global 360-Degree Panoramic Action Camera market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global 360-Degree Panoramic Action Camera market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global 360-Degree Panoramic Action Camera market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for 360-Degree Panoramic Action Camera

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global 360-Degree Panoramic Action Camera market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Ricoh, Nikon, Sony, Panasonic,

Canon, LG Electronics, Garmin, GoPro, Bubl Technology, Immervision, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

360-Degree Panoramic Action Camera market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Single Lens

Dual Lens

Multiple Lenses

Market segment by Resolution

4K

6K

8K

Others

Market segment by Application

Tourism

Real Estate

Virtual Reality

Entertainment

Sports

Others

Major players covered

Ricoh

Nikon

Sony

Panasonic

Canon

LG Electronics

Garmin

GoPro

Bubl Technology

Immervision

Samsung

Drift Innovation

Insta360

DJI

Xiaomi

YI Technology

Huawei

Labpano

Detu Internet

KanDao Technology

TECHE

SJCAM

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe 360-Degree Panoramic Action Camera product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of 360-Degree Panoramic Action Camera, with price, sales quantity, revenue, and global market share of 360-Degree Panoramic Action Camera from 2021 to 2026.

Chapter 3, the 360-Degree Panoramic Action Camera competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the 360-Degree Panoramic Action Camera breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and 360-Degree Panoramic Action Camera market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of 360-Degree Panoramic Action Camera.

Chapter 14 and 15, to describe 360-Degree Panoramic Action Camera sales channel, distributors, customers, research findings and conclusion.

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