

Global 360-Degree Panoramic Action Camera Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GF328F03429CEN.html>

Date: August 2026

Pages: 173

Price: US\$ 4,480.00 (Single User License)

ID: GF328F03429CEN

Abstracts

The global 360-Degree Panoramic Action Camera market size is expected to reach \$ 2219 million by 2032, rising at a market growth of 15.6% CAGR during the forecast period (2026-2032).

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 studies the global 360-Degree Panoramic Action Camera production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for

360-Degree Panoramic Action Camera and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of 360-Degree Panoramic Action Camera that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global 360-Degree Panoramic Action Camera total production and demand, 2021-2032, (K Units)

Global 360-Degree Panoramic Action Camera total production value, 2021-2032, (USD Million)

Global 360-Degree Panoramic Action Camera production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global 360-Degree Panoramic Action Camera consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: 360-Degree Panoramic Action Camera domestic production, consumption, key domestic manufacturers and share

Global 360-Degree Panoramic Action Camera production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global 360-Degree Panoramic Action Camera production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global 360-Degree Panoramic Action Camera production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global 360-Degree Panoramic Action Camera market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World 360-Degree Panoramic Action Camera market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global 360-Degree Panoramic Action Camera Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global 360-Degree Panoramic Action Camera Market, Segmentation by Type:

Single Lens

Dual Lens

Multiple Lenses

Global 360-Degree Panoramic Action Camera Market, Segmentation by Resolution:

4K

6K

8K

Others

Global 360-Degree Panoramic Action Camera Market, Segmentation by Application:

Tourism

Real Estate

Virtual Reality

Entertainment

Sports

Others

Companies Profiled:

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

Key Questions Answered:

1. How big is the global 360-Degree Panoramic Action Camera market?
2. What is the demand of the global 360-Degree Panoramic Action Camera market?
3. What is the year over year growth of the global 360-Degree Panoramic Action Camera market?
4. What is the production and production value of the global 360-Degree Panoramic Action Camera market?
5. Who are the key producers in the global 360-Degree Panoramic Action Camera market?

6. What are the growth factors driving the market demand?

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