

# Global Livestream Camera Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Livestream Camera market size is expected to reach \$ 2750 million by 2032, rising at a market growth of 4.1% CAGR during the forecast period (2026-2032).

A livestream camera is a video capture device designed for real-time online broadcasting, capable of continuously transmitting high-quality video signals to streaming platforms or production systems. These cameras usually support interfaces such as USB, HDMI, or IP streaming protocols and may include features such as autofocus, AI tracking, and low-latency video output. Livestream cameras are widely used by content creators, e-commerce broadcasters, gaming streamers, enterprises, and event organizers to deliver stable video for live online communication and content distribution. In 2025, the global livestream camera market sales is 28 million units, with an average ex-factory price of about US\$68 per unit, corresponding to a global production capacity of roughly 40 million units per year and a gross margin range of 25%–45%.

The livestream camera industry chain includes upstream components such as image sensors, lenses, processors, and electronic components, midstream camera design and manufacturing, and downstream distribution through consumer electronics channels to applications in livestreaming, video conferencing, content creation, and event broadcasting.

This report studies the global Livestream Camera production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Livestream 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 Livestream Camera that contribute to its increasing demand across many markets.

## **Highlights and key features of the study**

Global Livestream Camera total production and demand, 2021-2032, (Million Units)

Global Livestream Camera total production value, 2021-2032, (USD Million)

Global Livestream Camera production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Million Units), (based on production site)

Global Livestream Camera consumption by region & country, CAGR, 2021-2032 & (Million Units)

U.S. VS China: Livestream Camera domestic production, consumption, key domestic manufacturers and share

Global Livestream Camera production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Million Units)

Global Livestream Camera production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

Global Livestream Camera production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

This report profiles key players in the global Livestream 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 Logitech, Insta360, OBSBOT, Razer, Elgato, AVerMedia, PTZOptics, Lumens, Shenzhen Minrray Industry, Canon, 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 Livestream Camera market

**Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Million 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 Livestream Camera Market, By Region:**

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

**Global Livestream Camera Market, Segmentation by Type:**

Creator Webcam

PTZ Livestream Camera

**Global Livestream Camera Market, Segmentation by Resolution:**

Full HD (1080p)

4K

8K

#### Global Livestream Camera Market, Segmentation by Connectivity Interface:

USB

HDMI

IP Streaming

#### Global Livestream Camera Market, Segmentation by Application:

E-commerce Livestream

Gaming Livestream

Entainment Livestream

Entertainment Livestream

Others

#### Companies Profiled:

Logitech

Insta360

OBSBOT

Razer

Elgato

AVerMedia

PTZOptics

Lumens

Shenzhen Minrray Industry

Canon

Sony

Panasonic

Yealink

Datavideo

Bolin Technology

**Key Questions Answered:**

1. How big is the global Livestream Camera market?
2. What is the demand of the global Livestream Camera market?
3. What is the year over year growth of the global Livestream Camera market?
4. What is the production and production value of the global Livestream Camera market?
5. Who are the key producers in the global Livestream Camera market?
6. What are the growth factors driving the market demand?

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