

# **Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Action Camera Market 2018, Forecast to 2023**

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## **Abstracts**

Action cameras are unlike any other kind of camera. They're designed to be attached to helmets, surfboards, cars and other objects, and they're small, tough and simple, with a lens that captures the world in high-definition video in a wide-angle fish-eye perspective.

### **SCOPE OF THE REPORT:**

This report focuses on the Action Camera in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

The action camera industry had an explosive growth in recent years. Since 2009, the market-penetration rate of Action Camera is enlarging and Action Camera is gradually replacing other digital Cameras.

Currently consumer sales, mainly for extreme sports has accounted for the vast majority of worldwide demand, however professional sales are set to accelerate, driven mainly by TV Shipments, emergency services, and security.

The largest threat to the action camera brand of United States currently is the Original Equipment Manufacture from Asia. They may elect to manufacture their own products that are similar to original brand. It will increase the additional competition from this companies, principally located in or originating from the Asia Pacific region, which offer very low cost products, including products modeled on, direct copies of, or counterfeits products. It will lead to cause market pricing pressure, customer dissatisfaction and harm to reputation and brand name.

The worldwide market for Action Camera is expected to grow at a CAGR of roughly 28.7% over the next five years, will reach 24000 million US\$ in 2023, from 5280 million

US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Gopro

SONY

Ion

Coutour

Polaroid

Garmin

Drift Innovation

Panasonic

SJCAM

Amkov

Veho

Chilli Technology

Decathlon

Braun

Rollei

JVC Kenwood

Toshiba

HTC

Kodak

Casio

RIOCH

XIAOMI

Ordoro

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Consumer (Outdoor Pursuits and Evidential Users)

Professional (TV Shipments, Emergency Services and Security)

Market Segment by Applications, can be divided into

Outdoor Pursuits

Evidential Users

TV Shipments

## Emergency Services

## Security

There are 15 Chapters to deeply display the global Action Camera market.

Chapter 1, to describe Action Camera Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Action Camera, with sales, revenue, and price of Action Camera, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Action Camera, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Action Camera market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Action Camera sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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