

Action Camera Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

<https://marketpublishers.com/r/AAC922B928F2EN.html>

Date: May 2025

Pages: 80

Price: US\$ 4,850.00 (Single User License)

ID: AAC922B928F2EN

Abstracts

The Global Action Camera Market was valued at USD 6.5 billion in 2024 and is estimated to grow at a CAGR of 10% to reach USD 16.9 billion by 2034. This growth is primarily fueled by the rising popularity of physically engaging outdoor activities and the growing trend of capturing real-time experiences. Enthusiasts and hobbyists alike are increasingly drawn to compact, durable devices that can operate effectively under demanding conditions. As more individuals seek to document and share their daily adventures, the demand for versatile video capture tools continues to rise. Action cameras, known for their portability, waterproof build, shock resistance, and high-resolution video quality, are becoming indispensable tools for a wide range of users.

Social media has become a major force driving this demand, with platforms encouraging users to share high-quality visuals and dynamic footage. The pursuit of unique, engaging, and monetizable content has led many creators to rely on action cameras equipped with advanced features like wide-angle lenses, image stabilization, slow motion, and live streaming. These devices support both creative flexibility and ease of use, making them attractive for everyone, from beginners to professional content creators. With the steady rise of digital influencers and the increasing monetization of video content, the need for reliable and high-performance recording equipment continues to climb.

A key factor contributing to the market's growth is the increasing affordability of action cameras. With several manufacturers entering the space and offering a range of options, consumers now have access to budget-friendly models as well as high-end variants. This broad availability supports wider adoption among casual users while also satisfying the performance requirements of advanced users.

In 2024, standard action cameras led the market, generating USD 2.9 billion in revenue. This segment is forecasted to reach USD 7.5 billion by 2034. These cameras are designed to be compact and resilient, offering video capabilities ranging from HD to 4K. Because they are more affordable than 360°-degree and specialty cameras, they are especially appealing to newcomers and recreational users. The lower cost of ownership is a significant driver, encouraging adoption among students, hobbyists, and frequent travelers. Their robust, waterproof, and shockproof build further supports use in rugged outdoor environments, where reliability is essential.

Segmented by product type, the market includes standard action cameras, 360°-degree action cameras, and specialty action cameras. While standard variants dominate in volume and popularity, the demand for 360°-degree and specialty models is also on the rise due to evolving use cases and advanced filming needs. However, affordability and simplicity continue to give standard models a competitive edge.

On the basis of application, the action camera market is divided into sports and adventure, travel and tourism, automotive, emergency services, security, and others. The sports and adventure segment captured the largest market share in 2024, accounting for around 35% of the total, and is projected to grow at a CAGR of 10%. The growing interest in adrenaline-driven activities is significantly contributing to camera sales. Consumers are more inclined to document their experiences, boosting the demand for durable recording devices that can perform in extreme conditions.

Another emerging trend is the rising use of action cameras for vehicular applications. Compact size, reliable video quality, and ease of installation make them suitable for use in vehicles for trip documentation, behavior monitoring, and safety purposes. Their increasing integration into emergency and first response systems is also expanding their scope. Firefighters, law enforcement, and paramedics are utilizing these devices to record real-time operations for evidence, training, and procedural review. The practicality of lightweight and rugged cameras in high-pressure situations further supports adoption across these sectors.

The United States alone contributed USD 1.5 billion in revenue to the global market in 2024 and is expected to grow to USD 4.1 billion by 2034. Factors like a strong culture of outdoor activity, widespread use of digital platforms, and early adoption of new technologies support market expansion in the region. In addition, increased procurement by emergency services and widespread product availability through e-commerce further bolster the country's market performance.

The action camera industry remains highly fragmented, with numerous regional and specialized manufacturers contributing to overall market dynamics. Leading players are actively pursuing mergers, acquisitions, partnerships, and facility expansions to diversify their offerings and strengthen their global footprint. Continuous investments in research and development also reflect their commitment to innovation, with a focus on incorporating the latest technology to stay competitive in a fast-evolving market.

Companies Mentioned

AKASO Tech, Contour, DJI, DRIFT, Garmin, GoPro, Insta360, Nikon, Olympus Corporation, Panasonic Holdings Corporation, SJCAM, Sony Group Corporation, Veho World, Xiaomi, YI Technology

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast parameters
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021 - 2034

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Raw material analysis
- 3.3 Key news and initiatives
- 3.4 Regulatory landscape
- 3.5 Impact forces
 - 3.5.1 Growth drivers
 - 3.5.1.1 Increasing outdoor activities and sports adventure
 - 3.5.1.2 Increasing trend of content creation
 - 3.5.1.3 Increasing affordability and disposable income
 - 3.5.1.4 Increasing awareness on automation safety
 - 3.5.2 Industry pitfalls & challenges
 - 3.5.2.1 Market saturation
- 3.6 Growth potential analysis
- 3.7 Porter's analysis
 - 3.7.1 Supplier power
 - 3.7.2 Buyer power
 - 3.7.3 Threat of new entrants
 - 3.7.4 Threat of substitutes
 - 3.7.5 Industry rivalry
- 3.8 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021 - 2034, (USD BILLION) (THOUSAND UNITS)

- 5.1 Key trends
- 5.2 Standard action camera
- 5.3 360°-degree action camera
- 5.4 Specialty action camera

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY RESOLUTION, 2021 - 2034, (USD BILLION) (THOUSAND UNITS)

- 6.1 Key trends
- 6.2 SD & Full HD
- 6.3 Ultra HD
- 6.4 4K and above

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY PRICE RANGE, 2021 - 2034, (USD BILLION) (THOUSAND UNITS)

- 7.1 Key trends
- 7.2 Low
- 7.3 Medium
- 7.4 High

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021 - 2034, (USD BILLION) (THOUSAND UNITS)

- 8.1 Key trends
- 8.2 Sports and adventure
- 8.3 Travel and tourism
- 8.4 Automotive

8.5 Emergency services

8.6 Security

8.7 Others

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY END USE, 2021 - 2034, (USD BILLION) (THOUSAND UNITS)

9.1 Key trends

9.2 Personal

9.3 Professional

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021 - 2034, (USD BILLION) (THOUSAND UNITS)

10.1 Key trends

10.2 Online

10.3 Offline

CHAPTER 11 MARKET ESTIMATES & FORECAST, BY REGION, 2021 - 2034, (USD BILLION) (THOUSAND UNITS)

11.1 Key trends

11.2 North America

11.2.1 U.S.

11.2.2 Canada

11.3 Europe

11.3.1 Germany

11.3.2 UK

11.3.3 France

11.3.4 Italy

11.3.5 Spain

11.4 Asia Pacific

11.4.1 China

11.4.2 India

11.4.3 Japan

11.4.4 South Korea

11.4.5 Australia

11.5 Latin America

11.5.1 Brazil

- 11.5.2 Mexico
- 11.6 MEA
 - 11.6.1 Saudi Arabia
 - 11.6.2 UAE
 - 11.6.3 South Africa

CHAPTER 12 COMPANY PROFILES

- 12.1 AKASO Tech
- 12.2 Contour
- 12.3 DJI
- 12.4 DRIFT
- 12.5 Garmin
- 12.6 GoPro
- 12.7 Insta360
- 12.8 Nikon
- 12.9 Olympus Corporation
- 12.10 Panasonic Holdings Corporation
- 12.11 SJCAM
- 12.12 Sony Group Corporation
- 12.13 Veho World
- 12.14 Xiaomi
- 12.15 YI Technology

I would like to order

Product name: Action Camera Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Product link: <https://marketpublishers.com/r/AAC922B928F2EN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AAC922B928F2EN.html>