

Telephoto Lens Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

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Abstracts

The Global Telephoto Lens Market was valued at USD 2.95 billion in 2023 and is projected to grow at a CAGR of 5% from 2024 to 2032. This growth is primarily driven by the rising demand for professional photography and videography, fueled by the surge in social media, digital content creation, and the expanding entertainment industry. As photographers and videographers seek to capture high-quality images of distant subjects, telephoto lenses have become essential tools in their kits. Telephoto lenses are valuable in wildlife, sports, and portrait photography, where clarity, precision, and detail are critical. The growing interest in specialized equipment that delivers sharp and detailed visuals across various scenarios drives market expansion, appealing to professionals and photography enthusiasts.

Based on focal length range, the short telephoto lenses segment is anticipated to surpass USD 2 billion by 2032. These lenses, which offer a focal length of 70-200mm, are highly versatile and widely used in portrait, event, and sports photography. They help balance reach and portability, enabling photographers to capture detailed shots without the bulk of larger lenses. By application, the market is categorized into wildlife photography, professional photography, event photography, sports photography, and others. Wildlife photography is expected to be the fastest-growing segment, with a CAGR exceeding 8% during the forecast period.

Telephoto lenses are indispensable in professional photography, offering the ability to capture intricate details and create aesthetically appealing images. These lenses are vital tools for photographers working in areas like portraiture, fashion, and architecture. North America led the global telephoto lens market in 2023, accounting for over 38% of the market share. The region's growth is attributed to the widespread adoption of advanced photography equipment by professionals and enthusiasts. Additionally, the

presence of major camera manufacturers and technological innovations in North America further stimulates the sales of superior performance telephoto lenses.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast calculation
- 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 - 2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Vendor matrix
- 3.3 Profit margin analysis
- 3.4 Technology & innovation landscape
- 3.5 Patent analysis
- 3.6 Key news and initiatives
- 3.7 Regulatory landscape
- 3.8 Impact forces
 - 3.8.1 Growth drivers
 - 3.8.1.1 Increasing demand for professional photography and videography
 - 3.8.1.2 Advancements in optical technology
 - 3.8.1.3 Expansion of the consumer electronics market
 - 3.8.1.4 Rising adoption of telephoto lenses in surveillance and security
 - 3.8.1.5 Growth of the sports and wildlife photography segments
 - 3.8.2 Industry pitfalls & challenges
 - 3.8.2.1 High cost of telephoto lenses
 - 3.8.2.2 Competition from smartphone cameras
- 3.9 Growth potential analysis

- 3.10 Porter's analysis
 - 3.10.1 Supplier power
 - 3.10.2 Buyer power
 - 3.10.3 Threat of new entrants
 - 3.10.4 Threat of substitutes
 - 3.10.5 Industry rivalry
- 3.11 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 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 TYPE, 2021 - 2032 (USD MILLION & UNITS)

- 5.1 Key trends
- 5.2 Prime telephoto lenses
- 5.3 Zoom telephoto lenses

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY FOCAL LENGTH RANGE, 2021 - 2032 (USD MILLION & UNITS)

- 6.1 Key trends
- 6.2 Short telephoto lenses (70-200mm)
- 6.3 Medium telephoto lenses (200-400mm)
- 6.4 Super telephoto lenses (400mm and above)

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021 - 2032 (USD MILLION & UNITS)

- 7.1 Key trends
- 7.2 Online channels
 - 7.2.1 E-commerce platforms
 - 7.2.2 Direct online sales
- 7.3 Offline channels
 - 7.3.1 Retail stores

7.3.2 Distributors/Resellers

7.3.3 Direct offline sales

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021 - 2032 (USD MILLION & UNITS)

8.1 Key trends

8.2 Professional photography

8.3 Wildlife photography

8.4 Sports photography

8.5 Event photography

8.6 Others

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY END USE, 2021 - 2032 (USD MILLION & UNITS)

9.1 Key trends

9.2 Professional photographers

9.3 Amateur/hobbyist photographers

9.4 Commercial users

9.5 Government and military

9.6 Others

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY REGION, 2021 - 2032 (USD MILLION & UNITS)

10.1 Key trends

10.2 North America

10.2.1 U.S.

10.2.2 Canada

10.3 Europe

10.3.1 UK

10.3.2 Germany

10.3.3 France

10.3.4 Italy

10.3.5 Spain

10.3.6 Rest of Europe

10.4 Asia Pacific

10.4.1 China

- 10.4.2 India
- 10.4.3 Japan
- 10.4.4 South Korea
- 10.4.5 ANZ
- 10.4.6 Rest of Asia Pacific
- 10.5 Latin America
 - 10.5.1 Brazil
 - 10.5.2 Mexico
 - 10.5.3 Rest of Latin America
- 10.6 MEA
 - 10.6.1 UAE
 - 10.6.2 South Africa
 - 10.6.3 Saudi Arabia
 - 10.6.4 Rest of MEA

CHAPTER 11 COMPANY PROFILES

- 11.1 Canon Inc.
- 11.2 Fujifilm Holdings Corporation
- 11.3 Hasselblad
- 11.4 Leica Camera AG
- 11.5 Meike
- 11.6 Nikon Corporation
- 11.7 Olympus Corporation
- 11.8 Panasonic Corporation
- 11.9 Ricoh Imaging Company, Ltd.
- 11.10 Rokinon
- 11.11 Samsung Electronics Co., Ltd.
- 11.12 Samyang Optics
- 11.13 Sigma Corporation
- 11.14 Sony Corporation
- 11.15 Sunex Inc.
- 11.16 Tamron India
- 11.17 Ti yana Incorporation
- 11.18 Tokina Co., Ltd.
- 11.19 Venus Optics
- 11.20 Viltrox
- 11.21 Zeiss Group

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