

Home Webcam Market Size, Share & Trends Analysis Report By Product (USB, Wireless), By Technology (Analog, Digital), By Distribution Channel (Brick & Mortar, eCommerce), By End-use, And Segment Forecasts, 2023 - 2030

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Abstracts

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Home Webcam Market Growth & Trends

The global home webcam market size is expected to reach USD 6.88 billion by 2030, registering a CAGR of 17.3% from 2023 to 2030, according to a new report by Grand View Research, Inc. The significant growth can be credited to the increased product adoption driven by remote working, the hybrid work model, rising security and surveillance concerns, and the growing significance of virtual meetings in the commercial sector. The ongoing technological advancements in camera resolution, recording, and live streaming, have strongly contributed to the market growth.

Significant advances in home webcams include 1080p resolution, 60 frames per second video streaming, auto light correction, and autofocus. This has created a massive demand for home webcams among professional gamers and video streamers. The growing prominence of live streaming in online gaming is further supporting the growth of the industry. For instance, in August 2021, Canon Inc. launched the XF605 professional 4K camcorder specially designed for live streaming. It features IP streaming capability, a remote controlling feature for multicamera operation (together with Canon's series of PTZ cameras), and the accumulation of the UVC for simple home webcam use through USB-C.

The COVID-19 pandemic had a positive influence on the industry outlook. Adopting remote working methods and a hybrid business model in the enterprise sector has helped open up potential market opportunities. Leading players have witnessed an increase in product demand. For instance, in 2021, Logitech experienced revenue growth of more than 100% as compared to 2020. In addition, home webcams played a vital role in providing seamless access to the educational sector during the pandemic.

Home Webcam Market Report Highlights

The digital technology segment is expected to register a significant CAGR from 2023 to 2030 due to the high demand for better image quality and expanded video coverage

The wireless product segment accounted for the maximum share in 2022 and is expected to observe exponential growth in the coming years owing to the benefits, such as portability and ease of usage as compared to USB home webcams

The security & surveillance end-use segment accounted for the maximum revenue share in 2022 owing to increased consumer demand for home security to record evidence and monitor suspicious activities

North America dominated the global industry in 2022 on account of the growing adoption of live streaming and early implementation of video conferencing in the region

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