

Webcam Market Size, Share & Trends Analysis Report By Technology (Analog, Digital), By Product (USB, Wireless), By Distribution Channel, By End-use, By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Webcam Market Growth & Trends

The global webcam market is expected to reach USD 13.93 billion by 2030, registering a CAGR of 7.3% during the forecast period, according to a new study by Grand View Research, Inc. Rising concerns regarding security & surveillance, increasing emphasis on virtual meetings across the commercial sector, and continuous product innovation are the factors fueling the market's growth. Shifting preferences of people and institutions regarding the physical presence of the individual marks the heavy usage of webcams.

Growth of the webcam market is supported by ongoing technological advancements, enabling market players to offer improved recording quality, zooming quality, and enhanced streaming resolution quality. Several webcam manufacturers are adopting modern features such as 1080p resolution, 60 frames per second video streaming, auto light correction, and autofocus which offer improved webcam experience to the consumers. For instance, Logitech launched a groundbreaking Stream Cam camera, especially suited for broadcasters and content creators. The StreamCam offers a USB-C connection, 1080p/60 fps video, and multiple mounting options.

Healthcare services are witnessing a rise in demand for modern web cameras owing to the increasing emphasis on virtual consultations post-COVID. Medical experts use

webcams to check and give medications to patients located far away. For instance, Logitech and secure telehealth, a supplier of a web-based platform for the tele mental health, entered into a partnership wherein, the latter will use Logitech webcams to provide remote mental health treatments to patients who live in other countries.

Asia Pacific is likely to dominate the Webcam Market during the forecast period owing to several governments in the region taking initiatives for digital schooling, online courtroom, online board meeting, and others.

The COVID-19 outbreak has sparked incredible global demand for web cameras. The market has gained access to potential opportunities, thanks to the enterprise sector's embrace of hybrid business models and remote working methods. The seamless access to K-12 educational activities worldwide was primarily made possible by the webcams. Worldwide lockdowns and restrictions pushed online education for continuous curricula without interfering with knowledge transfer between teachers and students.

Webcam Market Report Highlights

Digital Technology in webcams is likely to register a higher CAGR of 9.0% from 2022 to 2030 as consumers are shifting their preference from analog to digital web cameras for better video and audio quality

In terms of the distribution channel, Brick & Mortar segment is anticipated to lead the market in 2021, accounting for more than 80.0% market share in the webcam market

The wireless product segment is expected to witness significant growth as compared to that of the USB (wired) webcam and capture more than 55.0% of the market share in terms of volume in 2021

Asia Pacific is anticipated to record a growth rate of more than 8.0% from 2022 to 2030 while North America led the market in terms of value in 2021

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