

# **Aerial Imaging Market Report by Aircraft Type (Fixed-Wing Aircraft, Helicopters, UAVs/Drones, and Others), Camera Orientation (Vertical, Oblique), Application (Geospatial Mapping, Infrastructure Planning, Asset Inventory Management, Environmental Monitoring, National and Urban Mapping, Surveillance and Monitoring, Disaster Management, and Others), End Use Sector (Government, Energy, Defense, Agriculture and Forestry, Construction and Archaeology, Media and Entertainment, and Others), and Region 2024-2032**

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## **Abstracts**

The global aerial imaging market size reached US\$ 2.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 8.1 Billion by 2032, exhibiting a growth rate (CAGR) of 12.8% during 2024-2032. The growing construction of residential and commercial buildings, rising traveling and tourism activities, and increasing employment for examining archaeological sites represent some of the key factors driving the market.

Technological Advancements in Unmanned Aerial Vehicle (UAV) and Drone Technology Augmenting Market Growth

The increasing demand for unmanned aerial vehicles (UAVs) and drones is experiencing rapid growth due to the rising employment of aerial imaging systems to ensure safety measures in various public places. Aerial imaging is also used for preventing terrorist activities around borders and ports and maintaining the safety of a

nation. There is currently a rise in the demand for aerial imaging systems in the agricultural sector for crop monitoring and various other purposes. In addition, UAVs and drones are extremely effective for filming and photography as they enable individuals to take wide-angle shots of various locations and scenes. Moreover, the rising integration of various advanced features, such as voice assistance, internet connectivity, and geo-tagging, is bolstering the growth of the aerial imaging market.

Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. The structure of the aerial imaging market is fragmented, with a large number of regional and local vendors operating independently. The volume of new entrants is high due to the requirements of low initial investments and constant product innovations. In addition, the product differentiation rate of the industry is low and key players are competing on the basis of the quality of services and pricing offered to the customers.

### What is Aerial Imaging?

Aerial imaging refers to the process of capturing photographs of the ground via a flying object, such as a helicopter, fixed-wing aircraft, balloon, parachute, rocket, and unmanned aerial vehicles (UAVs). It comprises comprehensive imaging systems, which are equipped with light detection and ranging (LIDAR) systems, 360-degree vision cameras, and geographic systems to navigate locations. It is commonly used to collect insights about geospatial mapping, infrastructure planning, disaster management, ground surveillance, and environmental monitoring. Aerial imaging is often used in the agricultural industry to accurately monitor the current situation of soil, examine the health of crops, and inspect the occurrence of crop damage. It is also employed for taking wide-angle photographs and videos of properties that are on sale or facing legal issues. It offers a better understanding of construction lands and enables architects to make the right decisions regarding construction projects.

### COVID-19 Impact:

The outbreak of the coronavirus caused a slight disturbance in the growth of the aerial imaging market due to the imposition of restrictions on roads and disruption of the normal supply of products. Besides this, the imposition of lockdowns impacted domestic supply chains, which closed production plants and other operations associated with the manufacturing process. However, there was an increase in the demand for aerial

imaging systems for mapping vineyards, monitoring construction sites, and various other public places remotely by maintaining social distancing is propelling the growth of the market. In addition, governing agencies of various countries were utilizing video surveillance and broadcasting voice messages with drones to raise awareness among the masses. Besides this, aerial imaging became the most preferred way for businesses and individuals to gain an enhanced view of business operations remotely, which bolstered the growth of the market. Furthermore, the increasing utilization of drones by law enforcement departments to manage traffic and monitor the movements of vehicles on highways and roads supported the demand for aerial imaging during the pandemic.

#### Aerial Imaging Market Trends:

At present, the rising construction of various residential and commercial buildings around the world represents one of the key factors influencing the market positively. Besides this, the rising traveling and tourism activities across the globe to explore new places and enjoy beautiful scenic views are propelling the growth of the market. In addition, the growing utilization of aerial imaging in the construction industry to remotely perform research and land mapping is contributing to the growth of the market. Apart from this, the increasing employment of aerial imaging solutions for examining archaeological sites is supporting the growth of the market. Additionally, key market players are integrating various technologically advanced features, such as artificial intelligence (AI) and the internet of things (IoT), to enhance the functionality of aerial imaging systems. Moreover, the increasing adoption of aerial imaging for defense applications and conducting search operations in various inaccessible locations is bolstering the growth of the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global aerial imaging market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on aircraft type, camera orientation, application and end use sector.

#### Aircraft Type Insights:

Fixed-Wing Aircraft

Helicopters

UAVs/Drones

Others

The report has provided a detailed breakup and analysis of the aerial imaging market based on the aircraft type. This includes fixed-wing aircraft, helicopters, UAVs/drones, and others. According to the report, UAVs/drones represented the largest segment as they are easier to fly for beginners, are equipped with cameras and have inbuilt navigation software. In addition, the rising employment of UAVs/drones to navigate difficult-to-reach regions is propelling the growth of the market.

#### Camera Orientation Insights:

- Vertical
- Oblique
- High Oblique
- Low Oblique

A detailed breakup and analysis of the aerial imaging market based on the camera orientation has also been provided in the report. This includes vertical and oblique (high oblique and low oblique). According to the report, oblique (high oblique and low oblique) accounted for the largest market share, as oblique pictures are effective for displaying landscape relief and scale. Apart from this, the increasing demand for oblique aerial photographs, as they can be taken from the most advantageous positions for better interpretation, is bolstering the growth of the respective segment.

#### Application Insights:

- Geospatial Mapping
- Infrastructure Planning
- Asset Inventory Management
- Environmental Monitoring
- National and Urban Mapping
- Surveillance and Monitoring
- Disaster Management
- Others

A detailed breakup and analysis of the aerial imaging market based on the application has also been provided in the report. This includes geospatial mapping, infrastructure planning, asset inventory management, environmental monitoring, national and urban mapping, surveillance and monitoring, disaster management, and others.

#### End Use Sector Insights:

Government  
Energy  
Defense  
Agriculture and Forestry  
Construction and Archaeology  
Media and Entertainment  
Others

A detailed breakup and analysis of the aerial imaging market based on the end use sector has also been provided in the report. This includes government, energy, defense, agriculture and forestry, construction and archaeology, media and entertainment, and others. According to the report, agriculture and forestry accounted for the largest market share as it enables farmers to monitor extensive stretches of land. In addition, the increasing adoption of aerial imaging systems for crop health examination and estimation of soil productivity is supporting the growth of the market.

#### Regional Insights:

North America  
United States  
Canada  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America (the United States and Canada) was the largest market for aerial imaging. Some of the factors driving the North America aerial imaging market included the growing investment in maintaining border security, various technological advancements in personal aerial mapping systems (PAMS) and increasing availability of low-cost drones. In addition, the rising application of aerial imaging in the real estate, hospitality, and agricultural sectors is propelling the growth of the market.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global aerial imaging market. Some of the companies covered in the report include:

Blom Norway (Terratec AS)

Cooper Aerial Surveys Co.

Digital Aerial Solutions LLC

Eagle Aerial Solutions

Eagle View Technologies Inc.

Fugro N.V.

GeoVantage Inc. (John Deere)

Global UAV Technologies Ltd.

Kucera International Inc.

Landiscor Real Estate Mapping

Please note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report

1. What was the size of the global aerial imaging market in 2023?
2. What is the expected growth rate of the global aerial imaging market during

2024-2032?

3. What are the key factors driving the global aerial imaging market?
4. What has been the impact of COVID-19 on the global aerial imaging market?
5. What is the breakup of the global aerial imaging market based on the aircraft type?
6. What is the breakup of the global aerial imaging market based on the camera orientation?
7. What is the breakup of the global aerial imaging market based on end use sector?
8. What are the key regions in the global aerial imaging market?
9. Who are the key players/companies in the global aerial imaging market?

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