

Consumer Drone Market Report by Product (Multi-rotor, Nano, and Others), Technology (Autonomous Drone, Semi-Autonomous Drone, Remotely Operated Drone), Distribution Channel (Online, Offline), Application (Toy/Hobbyist, Prosumer, Photogrammetry), and Region 2024-2032

<https://marketpublishers.com/r/C2A523F51C7CEN.html>

Date: March 2024

Pages: 143

Price: US\$ 3,899.00 (Single User License)

ID: C2A523F51C7CEN

Abstracts

The global consumer drone market size reached US\$ 4.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 12.2 Billion by 2032, exhibiting a growth rate (CAGR) of 10.86% during 2024-2032. The increasing product demand in infrastructure inspection, the rising product use in educational institutions for teaching and research purposes, the growing product adoption in the entertainment industry, and the escalating utilization of these drones in mapping and surveying are some of the factors propelling the market.

Consumer drones have various advanced features, including GPS receivers, thermal cameras, collision avoidance sensors, ultrasonic sensors, and remote ground control systems (GSC). These drones come in various configurations, such as fixed-wing, rotary blade, and hybrid designs. They are often constructed using lightweight carbon fiber composites, optimizing their weight and enhancing maneuverability. They find diverse applications, including traffic and weather monitoring, geographical mapping, firefighting support, surveillance, photography, and irrigation management. Their utility extends to improving productivity, enhancing efficiency, aiding in research, bolstering security, mapping areas of interest, collecting real-time data, and capturing stunning aerial footage. Presently, consumer drones are available in different operational modes, including remote-operated, semi-autonomous, and fully autonomous capabilities. The evolution of consumer drones has revolutionized various industries by providing a

versatile platform for aerial observations and data collection. Their technological sophistication and adaptability continue to redefine the possibilities of efficient data acquisition, research, and visual documentation across numerous domains.

The global market is majorly driven by the increasing innovation in drone technology, including improved sensors and longer battery life. In line with this, the lower costs and availability of consumer-friendly models make drones accessible to a wider audience. Furthermore, the rising popularity of recreational flying and aerial photography fuels the demand for consumer drones. The drones also enable stunning aerial imagery, driving adoption among photography enthusiasts and content creators. Moreover, they are widely used for monitoring and security purposes in private and commercial sectors, catalyzing demand. Drones aid in crop monitoring, precision agriculture, and land assessment, enhancing efficiency. This, in turn, is propelling its adoption. Besides, the aerial views drones provide assist real estate professionals in showcasing properties and land, stimulating demand. Additionally, the escalating product demand in the construction industry and disaster management are providing a boost to the market. The prospect of drone deliveries in e-commerce and logistics contributes to market growth.

Consumer Drone Market Trends/Drivers:

Increasing popularity of aerial photography

The increasing popularity of aerial photography is stimulating market growth. Aerial photography enthusiasts, content creators, and professionals seek to capture breathtaking vistas and unique perspectives that traditional photography methods cannot offer. Consumer drones equipped with advanced cameras and stabilizing technology provide a seamless way to achieve stunning aerial imagery. This trend has sparked interest among hobbyists and has considerable commercial applications in industries like real estate, tourism, and advertising. The appeal of capturing landscapes, events, and architecture from captivating angles has led to a surge in drone purchases. As more individuals recognize aerial photography's creative and commercial potential, the consumer drone market is propelled forward, fostering innovation and pushing the boundaries of visual storytelling.

Rising product adoption in the agriculture sector

The rising adoption of consumer drones in agriculture is bolstering the market. Drones offer farmers and agricultural professionals valuable tools for precision farming and efficient land management. Equipped with sensors and cameras, drones can monitor

crop health, detect diseases, assess irrigation needs, and create detailed maps of fields. This data-driven approach optimizes resource allocation, enhances yield, and reduces environmental impact. Drones enable timely interventions by pinpointing areas that require attention, such as pest infestations or nutrient deficiencies. As the agriculture sector seeks to improve productivity and sustainability, the adoption of drones has become crucial. The ability to make informed decisions based on real-time aerial data transforms farming practices, making them more efficient and precise. Consequently, the integration of drones into agriculture is revolutionizing the industry, driving their widespread use and contributing significantly to market growth.

Growing integration of artificial intelligence (AI) and machine learning (ML) with consumer drones

The growing integration of artificial intelligence (AI) and machine learning (ML) with consumer drones is fueling the market. AI and ML algorithms empower drones to process data, make autonomous decisions, and adapt to various scenarios, enhancing their capabilities. With AI-enabled object recognition, drones can identify and track objects, making them valuable in surveillance, search and rescue operations, and wildlife monitoring. ML algorithms analyze sensor data to improve flight stability and obstacle avoidance, ensuring safer and more efficient operations. Furthermore, AI-driven data analysis provides actionable insights for agriculture, mapping, and infrastructure inspection. Drones equipped with AI can identify crop diseases, assess construction progress, and create detailed 3D models with unprecedented accuracy. This synergy enhances operational efficiency, reduces human error, and expands the potential applications of consumer drones. The seamless integration of AI and ML elevates consumer drones from mere flying devices to intelligent systems capable of sophisticated tasks. As industries recognize the value of this convergence, the consumer drone market experiences rapid growth driven by their heightened capabilities, improved performance, and diverse applications.

Consumer Drone Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global consumer drone market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on product, technology, distribution channel and application.

Breakup by Product:

Consumer Drone Market

Multi-rotor
Nano
Others

Multi-rotor dominates the market

The report has provided a detailed breakup and analysis of the market based on the product. This includes multi-rotor, nano, and others. According to the report, multi-rotor represented the largest segment.

With their versatility and maneuverability, multi-rotor drones cater to various applications, from recreational flying to professional use. Their ability to hover, take off, and land vertically makes them ideal for precision tasks, such as aerial photography, surveillance, and inspections. The popularity of these drones is attributed to their ease of use, as they require minimal setup and can be flown in confined spaces. This accessibility appeals to beginners and enthusiasts alike, spurring adoption. Additionally, advancements in battery technology extend their flight times, allowing for longer and more productive missions.

As agriculture, filmmaking, mapping, and more industries embrace multi-rotor drones for their adaptability, the demand for these drones grows. Their pivotal role in introducing a broader audience to the capabilities of consumer drones bolsters market expansion, making multi-rotor drones a significant driver of market growth.

Breakup by Technology:

Autonomous Drone
Semi-Autonomous Drone
Remotely Operated Drone

The report has provided a detailed breakup and analysis of the market based on the technology. This includes autonomous drone, semi-autonomous drone, and remotely operated drone.

The emergence of autonomous drones, equipped with advanced AI and navigation systems, significantly influences market expansion. These drones can execute tasks independently, from takeoff and flight to landing. The integration of obstacle detection, GPS, and intelligent algorithms allows autonomous drones to perform complex missions

with minimal human intervention. Their application in agriculture, surveying, and search and rescue industries amplifies their demand as they optimize efficiency and precision.

Furthermore, Semi-autonomous drones, on the other hand, balance user control and automated functions. Users can guide the drones while benefiting from stabilization and collision avoidance features. This hybrid approach enhances usability and appeals to both beginners and professionals seeking more control over their flights.

Breakup by Distribution Channel:

Online

Offline

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes online and offline.

The online distribution channel plays a pivotal role in driving market expansion. E-commerce platforms provide a convenient avenue for consumers to research, compare, and purchase drones from the comfort of their homes. Online marketplaces offer vast models catering to various budgets and requirements. This channel also facilitates the exploration of customer reviews and expert opinions, aiding informed purchasing decisions.

Furthermore, the offline distribution channel, encompassing brick-and-mortar stores and specialty retailers, offers a hands-on experience for potential buyers. Consumers can physically interact with drones, receive expert advice, and witness demonstrations, thus fostering confidence in their purchases. Offline stores also serve as hubs for repairs, technical support, and additional accessories.

Breakup by Application:

Toy/Hobbyist

Prosumer

Photogrammetry

Toy/hobbyist dominates the market

The report has provided a detailed breakup and analysis of the market based on the application. This includes toy/hobbyist, prosumer, and photogrammetry. According to

the report, toy/hobbyist represented the largest segment.

The toy and hobbyist segment significantly influences market expansion by catering to enthusiasts, beginners, and recreational users. These drones are designed for ease of use, affordability, and entertainment. They introduce consumers to drones, allowing them to learn basic flying skills and explore aerial photography and video capture. This category sparks creativity, nurtures a passion for technology, and encourages users to invest in more advanced models.

Furthermore, toy and hobbyist drones act as entry points for potential users, often leading to increased interest in professional applications and industries. The affordability and approachability of these drones make them accessible to a wide range of demographics, contributing to a broader user base. By offering a leisure and skill development platform, the toy and hobbyist drone segment fosters growth and expands the market reach, nurturing future technology enthusiasts and professionals.

Breakup by Region:

Consumer Drone Market

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

North America exhibits a clear dominance, accounting for the largest market share

The market research 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 accounted for the largest market share.

The North American region is a major driving force behind the consumer drone market's expansion. Technological innovation hubs, a robust manufacturing ecosystem, and a tech-savvy population contribute to the adoption of consumer drones. The region's diverse industries, including entertainment, agriculture, and surveillance, fuel demand for drones with various applications.

Moreover, favorable regulations and regulatory initiatives, such as the Federal Aviation Administration's Part 107 in the United States, create a conducive environment for drone adoption. This encourages both recreational and commercial drone usage, further amplifying market growth. Additionally, the region is home to several top consumer drone manufacturers and tech companies that continually innovate and set trends in the industry. Their product offerings and strategic initiatives contribute to market growth, making the region a hub of consumer drone advancements.

Competitive Landscape:

Top companies are strengthening the market through their innovative products and strategic initiatives. These industry leaders invest extensively in research and development, continually enhancing drone capabilities such as longer flight times, better cameras, and advanced sensors. They create drones catering to recreational users and professional applications by pushing technological boundaries. Effective marketing and educational campaigns initiated by these companies raise awareness about the benefits of consumer drones, expanding their user base. They also focus on user experience, providing intuitive interfaces and user-friendly controls that make drones accessible to a broader audience. Moreover, top companies often collaborate with other industries,

such as photography, agriculture, and surveying, to develop specialized solutions. This approach broadens the applications of consumer drones, driving demand from various sectors. By setting industry standards and leading the way in safety regulations, top companies foster public trust and regulatory acceptance, which is crucial for sustained market growth.

The report has provided a comprehensive analysis of the competitive landscape in the consumer drone market. Detailed profiles of all major companies have also been provided.

Autel Robotics

Guangdong Syma Model Aircraft Industrial Co. Ltd.

Guangzhou Walkera Technology Co. Ltd.

Horizon Hobby LLC

Hubsan

Jianjian Technology Co. Ltd.

Parrot SA

Skydio Inc.

SZ DJI Technology Co. Ltd.

Yuneec International

Recent Developments:

In June 2023, Autel Robotics announced that it is set to launch all-new drones and airborne solutions.

In June 2023, Horizon Hobby LLC agreed to acquire the assets of Trinity Corp, LLC.

In May 2023, Skydio Inc announced that it will offer the Skydio X2 with new multiband technology and capabilities - the Skydio X2D Multiband.

Key Questions Answered in This Report

1. What was the size of the global consumer drone market in 2023?
2. What is the expected growth rate of the global consumer drone market during 2024-2032?
3. What are the key factors driving the global consumer drone market?
4. What has been the impact of COVID-19 on the global consumer drone market?
5. What is the breakup of the global consumer drone market based on the product?
6. What is the breakup of the global consumer drone market based on the application?
7. What are the key regions in the global consumer drone market?
8. Who are the key players/companies in the global consumer drone market?

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