

# Selfie Stick Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The global selfie stick market size reached US\$ 610 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 740 Million by 2028, exhibiting a growth rate (CAGR) of 3% during 2023-2028.

A selfie stick refers to equipment used by individuals for positioning a smartphone or a digital camera beyond the normal reach of their arm. It is either connected to the device via a jack plug or tethered using Bluetooth controls. This connection enables users to take pictures or record videos by clicking on the button located on the handle of the selfie stick. These devices are portable, lightweight, cost-efficient and help capture creative wider shots and provide stability to minimize motion blur.

The market has experienced growth over the past few years on account of inflating disposable incomes, boosting sales of consumer electronics, such as smartphones and digital cameras, and the introduction of innovation in selfie sticks. For instance, Thinkmodo, Inc., a US-based marketing firm, launched a selfie stick, with a built-in fan and beauty lights for enhancing the quality of the image and giving it a studio effect. The market growth can also be accredited to the burgeoning travel and tourism sector.

### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global selfie stick market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, application and distribution channel.

Breakup by Product Type:

Remote-Triggered Selfie Stick

Wired Selfie Stick

Bluetooth Selfie Stick

Breakup by Application:

Mobile Phone

Camera

Breakup by Distribution Channel:

Online Stores

Offline Stores

Breakup by Region:

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

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Anker, Fromm Works, Fotopro, KobraTech, Kootek, Momax, Mpow, Satechi, Thinkmodo Inc., Xiaomi, etc.

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

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Key Questions Answered in This Report:

How has the global selfie stick market performed so far and how will it perform in the coming years?

What are the key regional markets?

What has been the impact of COVID-19 on the global selfie stick market?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the application?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global selfie stick market and who are the key players?

What is the degree of competition in the industry?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL SELFIE STICK MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY PRODUCT TYPE**

- 6.1 Remote-Triggered Selfie Stick
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Wired Selfie Stick
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Bluetooth Selfie Stick

- 6.3.1 Market Trends
- 6.3.2 Market Forecast

## **7 MARKET BREAKUP BY APPLICATION**

- 7.1 Mobile Phone
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Camera
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast

## **8 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

- 8.1 Online Stores
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Offline Stores
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

- 9.1 North America
  - 9.1.1 United States
    - 9.1.1.1 Market Trends
    - 9.1.1.2 Market Forecast
  - 9.1.2 Canada
    - 9.1.2.1 Market Trends
    - 9.1.2.2 Market Forecast
- 9.2 Asia Pacific
  - 9.2.1 China
    - 9.2.1.1 Market Trends
    - 9.2.1.2 Market Forecast
  - 9.2.2 Japan
    - 9.2.2.1 Market Trends
    - 9.2.2.2 Market Forecast
  - 9.2.3 India
    - 9.2.3.1 Market Trends

- 9.2.3.2 Market Forecast
- 9.2.4 South Korea
  - 9.2.4.1 Market Trends
  - 9.2.4.2 Market Forecast
- 9.2.5 Australia
  - 9.2.5.1 Market Trends
  - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
  - 9.2.6.1 Market Trends
  - 9.2.6.2 Market Forecast
- 9.2.7 Others
  - 9.2.7.1 Market Trends
  - 9.2.7.2 Market Forecast
- 9.3 Europe
  - 9.3.1 Germany
    - 9.3.1.1 Market Trends
    - 9.3.1.2 Market Forecast
  - 9.3.2 France
    - 9.3.2.1 Market Trends
    - 9.3.2.2 Market Forecast
  - 9.3.3 United Kingdom
    - 9.3.3.1 Market Trends
    - 9.3.3.2 Market Forecast
  - 9.3.4 Italy
    - 9.3.4.1 Market Trends
    - 9.3.4.2 Market Forecast
  - 9.3.5 Spain
    - 9.3.5.1 Market Trends
    - 9.3.5.2 Market Forecast
  - 9.3.6 Russia
    - 9.3.6.1 Market Trends
    - 9.3.6.2 Market Forecast
  - 9.3.7 Others
    - 9.3.7.1 Market Trends
    - 9.3.7.2 Market Forecast
- 9.4 Latin America
  - 9.4.1 Brazil
    - 9.4.1.1 Market Trends
    - 9.4.1.2 Market Forecast



## 9.4.2 Mexico

### 9.4.2.1 Market Trends

### 9.4.2.2 Market Forecast

## 9.4.3 Others

### 9.4.3.1 Market Trends

### 9.4.3.2 Market Forecast

## 9.5 Middle East and Africa

### 9.5.1 Market Trends

### 9.5.2 Market Breakup by Country

### 9.5.3 Market Forecast

## **10 SWOT ANALYSIS**

### 10.1 Overview

### 10.2 Strengths

### 10.3 Weaknesses

### 10.4 Opportunities

### 10.5 Threats

## **11 VALUE CHAIN ANALYSIS**

## **12 PORTERS FIVE FORCES ANALYSIS**

### 12.1 Overview

### 12.2 Bargaining Power of Buyers

### 12.3 Bargaining Power of Suppliers

### 12.4 Degree of Competition

### 12.5 Threat of New Entrants

### 12.6 Threat of Substitutes

## **13 PRICE ANALYSIS**

## **14 COMPETITIVE LANDSCAPE**

### 14.1 Market Structure

### 14.2 Key Players

### 14.3 Profiles of Key Players

#### 14.3.1 Anker

##### 14.3.1.1 Company Overview

- 14.3.1.2 Product Portfolio
- 14.3.2 Fromm Works
  - 14.3.2.1 Company Overview
  - 14.3.2.2 Product Portfolio
- 14.3.3 Fotopro
  - 14.3.3.1 Company Overview
  - 14.3.3.2 Product Portfolio
- 14.3.4 KobraTech
  - 14.3.4.1 Company Overview
  - 14.3.4.2 Product Portfolio
- 14.3.5 Kootek
  - 14.3.5.1 Company Overview
  - 14.3.5.2 Product Portfolio
- 14.3.6 Momax
  - 14.3.6.1 Company Overview
  - 14.3.6.2 Product Portfolio
- 14.3.7 Mpow
  - 14.3.7.1 Company Overview
  - 14.3.7.2 Product Portfolio
- 14.3.8 Satechi
  - 14.3.8.1 Company Overview
  - 14.3.8.2 Product Portfolio
- 14.3.9 Thinkmodo Inc.
  - 14.3.9.1 Company Overview
  - 14.3.9.2 Product Portfolio
- 14.3.10 Xiaomi
  - 14.3.10.1 Company Overview
  - 14.3.10.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Selfie Stick Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Selfie Stick Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 3: Global: Selfie Stick Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 4: Global: Selfie Stick Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 5: Global: Selfie Stick Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Selfie Stick Market Structure

Table 7: Global: Selfie Stick Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Selfie Stick Market: Major Drivers and Challenges

Figure 2: Global: Selfie Stick Market: Sales Value (in Million US\$), 2017-2022

Figure 3: Global: Selfie Stick Market: Breakup by Product Type (in %), 2022

Figure 4: Global: Selfie Stick Market: Breakup by Application (in %), 2022

Figure 5: Global: Selfie Stick Market: Breakup by Distribution Channel (in %), 2022

Figure 6: Global: Selfie Stick Market: Breakup by Region (in %), 2022

Figure 7: Global: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 8: Global: Selfie Stick (Remote-Triggered) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Selfie Stick (Remote-Triggered) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Selfie Stick (Wired) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Selfie Stick (Wired) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Selfie Stick (Bluetooth) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Selfie Stick (Bluetooth) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Selfie Stick (Mobile Phone) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Selfie Stick (Mobile Phone) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Selfie Stick (Camera) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Selfie Stick (Camera) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Selfie Stick (Online Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Selfie Stick (Online Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Selfie Stick (Offline Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Selfie Stick (Offline Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: North America: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: North America: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: United States: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: United States: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Canada: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Canada: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Asia Pacific: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Asia Pacific: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: China: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: China: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Japan: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Japan: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: India: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: India: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: South Korea: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: South Korea: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Australia: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Australia: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Indonesia: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Indonesia: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Others: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Others: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Europe: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Europe: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Germany: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Germany: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: France: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: France: Selfie Stick Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 50: United Kingdom: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: United Kingdom: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Italy: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Italy: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: Spain: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Spain: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Russia: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Russia: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Others: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Others: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: Latin America: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: Latin America: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: Brazil: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Brazil: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Mexico: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Mexico: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Others: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Others: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Middle East and Africa: Selfie Stick Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Middle East and Africa: Selfie Stick Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Global: Selfie Stick Industry: SWOT Analysis

Figure 71: Global: Selfie Stick Industry: Value Chain Analysis

Figure 72: Global: Selfie Stick Industry: Porter's Five Forces Analysis

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