

Europe Action Camera Market (2019-2025)

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Abstracts

The Europe Action Camera Market would witness market growth of 17.4% CAGR during the forecast period (2019-2025).

Increasing smartphone adoption with enhanced features, such as enhanced image quality and video capture, will challenge market growth. The release of cameras with enhanced features at affordable prices, however, is projected to provide lucrative growth opportunities to the market. Additionally, high internet penetration and camera technology innovation are expected to fuel future demand for these devices. The leading technologies used in action cameras include HD, SD, Full HD, and Ultra HD. These cameras can be used in a wide range of industries, including sports and adventure, mining, media and entertainment, healthcare, engineering and archaeology, and R&D. Sports and adventure are the market's prominent application.

The main driving factors are entry-level pricing and consumer demand for the latest technology as the industry is evolving in terms of resolution, image quality and improved aspects of VR. Due to the increased sales of Ultra HD variants over the past few years, demand for 4 K resolution in action cameras has been accelerating. The adoption of 4K display technology is also projected to outpace the market for Ultra HD displays in the years ahead. These trends of product buying would require manufacturers to produce massive digital media units.

Based on Resolution Type, the market is segmented into Full HD, HD, Ultra HD and Others. Based on Distribution Channel, the market is segmented into Retail and Online. Based on Application, the market is segmented into Sports, Recreational Activities, Emergency Services and Others. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key

companies profiled in the report include Xiaomi Corporation, Garmin Ltd., GoPro, Inc., Nikon Metrology NV (Nikon Corporation), Olympus Corporation, Panasonic Corporation, Sony Corporation, TomTom N.V., Drift Innovation Ltd., SJCAM Limited.

Scope of the Study

Market Segmentation:

By Resolution Type

Full HD

HD

Ultra HD

Others

By Distribution Channel

Retail

Online

By Application

Sports

Recreational Activities

Emergency Services

Others

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Xiaomi Corporation

Garmin Ltd.

GoPro, Inc.

Nikon Metrology NV (Nikon Corporation)

Olympus Corporation

Panasonic Corporation

Sony Corporation

TomTom N.V.

Drift Innovation Ltd.

SJCAM Limited

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